BULKY DOCUMENT

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03/14/2013

Part 7 of 7

92055358

"THERE HAS TO BE SOMETHING BETTER." ITS THE FIRST LINE OF THE FIRST CHAPTER OF THE UNDER ARMOUR STORY, IT'S WHAT WENT THROUGH UNDER

ARMOUR CEO KEVIN PLANK'S HEAD WHEN HE ENVISIONED THE FIRST MOISTURE-WICKING COMPRESSION L-SHIRT. IT'S ABOUT INNOVATION.

KP'S GOAL WAS TO CHANGE THE WAY ATHLETES DRESS AND GIVE THEM UNPRECEDENTED ADVANTAGES. HE DION'T KNOW IT AT THE TIME, BUT HE WAS ALSO SETTING THE TONE FOR UNDER ARMOUR'S FUTURE. WE ARE ALWAYS FOCUSED ON THE NEXT INNOVATION, THE NEXT GENERATION OF OUR PREVIOUS INNOVATIONS. THE NEXT CHAPTER

UA REVOLUTIONIZED THE ATHLETE'S BASELAYER, BUT WE CONTINUE TO INNOVATE EVERY LAYER---FROM BASE TO MID TO OUTERWEAR, LIGHTER-WEIGHT PERFORMANCE FABRICS BUILT FOR MOBILITY AND COMFORT KEEP YOU WARMER THAN COMPETITOR PRODUCTS.

THE NEXT CHAPTER WILL ALWAYS BE BASED ON INNOVATION.

TO MAKE ALL ATHLETES BETTER

PASSION SCIENCE INNOVATION

MOUNTAIN DIVISION

2 SS11 COLORS

- UNDER ARMOUR® DNA The Building Blocks of every Under Armour
- UNDER ARMOUR" TECH SPECS Gearlines, Fit, Performance

MEN'S MOUNTAIN

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UNDER ARMOUR MOUNTAIN DIVISION

Colors for each gear line, and some specific items may vary. Please consult this catalog or your suboperconfor a complete listing of available colors by style, or call 1888 ARIMOUR

ACADEM!	Y ACAD
	100000000000000000000000000000000000000
ADRENALINE	
AVOCADO	DAYO
BETIGAL	
W LI FORE	BLACE
BUREAU	CAPR
CARBON HEATHER	Outcom to
	CHARCOAL
late.	
DERRIC BUIL	COAL
COHO	CREMSON
DARK DRANGE	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
DILL	OUNE
Province	
EVENING	GRAPHITE
HEARTHSTONE	HORNET
INDIGO	
nation 1	Has
JADE RIVER	
1. 28 M 8 2 7 4	
PEONY	BOOK BLANK
1 64042	POOL BLUE
RIFLE GREEN	SAGE
SEE	STEEL
	33316
TIMBER	TUXIC
	UNIVERSITY PED
VELOCITY	
Time II	WHITE

Under Armour* Performance has already compensated in the design of its apparel to be consistent with normal (XS-XXXL) sizing. Please order the size you would wear in a non-performance T-shirt or pant.

SECULO DAME DA		SM	MD	L6	XL	XXI	XXXL
MEN'S SIZE CHART	Chest	34-36 in	38 40 in	42-44 in	46-48 in	50-52 in	54-56 in
	Waist	28 -29 in	30–32 in	34-36 in	38-40 in	42-44 in	46-48 in
	r	XS	SM	MD	LG	XL	XXL
WOMEN'S SIZE	Size	0-2	4-6	8-10	12-14	16	***************************************
CHART	Bust (tops)	31-33 in	33.5-35.5 in	36-38 in	38.5-40.5 in		18
	Waist	23.25 (25.5-27.5 in	28-30 in		41-43 in	43+ in
	Hips		35.5-37.5 in		30.5-32.5 in	33-35 in	35+ in
			ວລະກວາ ສ ເກ	- 38-40 in	40.5-42.5 m	33.35 in	AE

ULTRA-TIGRT, 'SECOND-SKIN' FIT

These prodects fit snugly to the body

CONTOURED TO THE BODY

Designed to be very close to the body proveleg a close, lestr, and supportive fit. _____without the constriction of compression.

GENEROUS CUT, OVERSIZED FIT

Generous out product, providing full range of motion, and a full, loose fit.

Whether it's training or gaineday, your UA Compression base layer makes you better, UA Compression unleashes the power of your muscles and keeps you stronger for longer.

INCREASED POWER & STAMINA STAY STRONGER FOR LONGER

Reduces muscle vibration to lessen fatigue and maintain power output. Keeps muscles aligned correctly to increase repetitive muscle power.

ENHANCED PROPRIOCEPTION

KNOW YOUR BODY'S PLACE IN SPACE

Enhances proprioception - the body's recognition of muscle patterns and spatial awareness — to increase muscle efficiency.

FASTER RECOVERY

GET YOUR MUSCLES BACK TO FULL STRENGTH FASTER

Creates a healing environment around muscles and circulatory system. Post-workout, reduces swelling, decreases soreness time and promotes

SUPERIOR COMFORT

STAY COOL, DRY, AND LIGHT

Weeks moisture to keep you 53% lighter than cotton ofter 60 minutes of athletic

Speeds evaporation to regulate your core temperature,

Blistering heat to bitter cold. Whatever the climate, whatever the conditions, Under Armour "Performance keeps athletes comfortable, dry, and **light with gearlines engineered** to perform

gear

HeatGear are original second skin layer, sparked the revolution of performance apparel and made cotton T-shirts obsolete.

qear

ColdGear* wicks moisture from the skin and circulates body heat, keeping additions warm, without weighing them down.

allscason**gear**

AtlSeasonGear fabrics flex with changing conditions to deliver core temperature regulation and maximum breathability.

Every Under Armour product is doing something for you; it's making you better. Following are the core pieces of DNA that deliver on this promise. The huilding blocks of performance.



UA METAL" TECHNOLOGY

Under Armour's premium tabrication: Rapid moisture transport and core temperature consistency.



(STRATEGIC VENTILATION

Strategic venting built into garment at key points where the body dumps heat. Keeps the athlete cool in hot conditions.



4-WAY STRETCH

Lightweight fabrics with built-in 4-way stretch improve mobility and accelerate dry time.



MOISTURE TRANSPORT

Wicks moisture from the body, keeping the arbiere dry.



WATER RESISTANT

DWR finished garments resist rain/water, keeping the body protected and dry.



(2) ODOR CONTROL

Fahric treated with antimicrobial agents.



(T) (UPF

Ultraviolet protection shields your skin from the son's barmful rays and inhibits premature aging.

MPZ MPZ

Modular Protection Zones*: durable, lightweight protection at key contact points without sacrificing compression support.



(360° REFLECTIVITY

The high visibility solution for training safely during low light conditions.



WIND RESISTANT

Blocks wind from penetrating to the body. Helps regulate core body temperature.



ARMOURGRIP**

Locks goar in place using a factified compound that prevents slippage.



FLATLOCK SEAMING

Specialized seaming that feels smooth against the skin and prevents chaling.



WATERPROOF/BREATHABLE

A fully taped garment that keeps out all of the elements, and allows for vapur to escape, keeping you comfortable and dry



MOUNTAIN DIVISION

MEN'S











all	lseasongear 🚳		
• Su • Sin	perior moisture transport igle chest pocket	UPF 30+ Anti-odor technology	
FABRIC	TECH: 100% Polyester		SIZES: SM-X)
354†	Dill/Dill	FIRST SHIP	LAST SHIP
001	Black/Black	12/25/2010	6/24/2011
019	Chercoel/Charcoal	12/25/2010	6/24/2011
100	White/White	12/25/2010	6/24/2011
251	Bayou/Bayou	12/25/2010	6/24/2011
	PO JOUR DOYOU	12/25/2010	and the same of th

019	Charcoal/Charcoal	10.000 00/24/2011
100	White/White	12/25/2010 6/24/2011
251	Bayou/Bayou	12/25/2010 6/24/2011
446	Acadia/Acadia	12/25/2010 6/24/2011
***************************************	Acadia/Acadia	12/25/2010 6/24/2011
121	5988 VENICE SOLID SH	ORTSLEFVE
	5988 VENICE SOLID SH	ORTSLEEVE \$54.9

· Lightweight, quick-dry poly wa	
Dual chest pockets	ven
• UPF 30+	

- Anti-odor technology

FABRIC TECH: 100% Polyester

SIZES: SM-XXXL

761†	Homet/Homet	THE SHIP LAST SHIP AND
019	Charcoal/Charcoal	12/25/2010 6/15/2011
100	White/White	12/25/2010 8/15/2011
	AALHTO\AAIIIG	
08		12/25/2010 6/15/2011
	Academy/Academy	12/25/2010 0/45 0044

	Charcoal/Charcoal White White	12/25/2010	8/15/2011
	**************************************	12/25/2010	6/15/2011
	Bayou/Bayou Academy/Academy	12/25/2010	6/15/2011
************	Account Account Name of the Account Name of th	12/25/2010	8/15/2011

1215990 VENICE PLAID SHORTSLEEVE \$59.99 allseasongear

- Lightweight, quick-dry poly woven
 Single chest pocket
 UPF 30+

- Anti-odor technology

FABRIC TECH: 100% Polyester

SIZES: SM-XXXL

5209300	*****	WACO: GIVI-AAAL
261†	BODY/LOGO Dune/Desert Sky	FIRST SHIP LAST SHIP AR
001	Black/Acadia	
019		12/25/2010 6/15/2011
251		
	Cirrus Blue/Dill	
816	OUTRY DIRECTLY	and the second s
		12/75/2010 6/15/2011

ter manage	Daniel Descrit Oxy	12/25/2010 6/15/2011
001	Black/Acadia	W (W 201)
019	Charcoal/Bengal	12/25/2010 6/15/2011
251	Bayou/Crimson	12/25/2010 6/15/2011
454	Cirrus Blue/Dill	12/25/2010 6/15/2011
816	Bengal/Homet	12/25/2010 6/15/2011
	neiriai/Linue(12/25/2010 6/15/2011

heatgear[.] Super lightweight mini-rip 2 zippered chest pockets

- Front and back venting
- Secure collar
- UPF 30+
- Anti-odor technology

FABRIC TECH: 100% Polyester

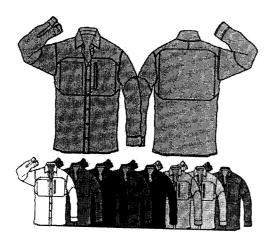
SIZES: SM-XXXL

\$59.99

30000	BODYANAN		arres: DIM-VVVF
338†	Avocado/Graphite	FIRST SKIP	LAST SHIP AR
100	White/ice Gray	C/O	6/15/2011
290		C/O	6/15/2011
200		C/0	6/15/2011
140	Rifle Green/Graphite	12/25/2010	6/15/2011
	Acadia/Graphite	40 00 00.0	6/15/2011
154	Outras pipe/Otahuite	0.10	6/15/2011
2/ 4		12/25/2010	CHEMON
745	Pale Yellow/Graphite	2/20/2010 C/M	0/10/2011
111 🛊	Coho/Graphite	12/0C 2010	6/15/2011
		12/25/2010	6/15/2011

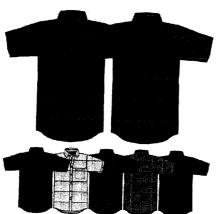
[•] new coloways for carryover apparel in SPRING 2011. † featured colorway.











1004211 FLATS GUIDE II LONGSLEEVE

heatgear[.]

· Super lightweight mini-rip

2 zippered chest pockets

 Front and back venting Secure collar

• UPF 30+

Anti-odor technology

UA quick toggle

FABRIC TECH: 100% Polyester

SIZES: SM-XXXL

\$69.99

454†	Cirrus Blue/Graphite	C/D	6/15/2011
100	White/ice Gray	C/O	CASMON
290	mesex r gaud/plabbling	Č/O	6/15/2011
308 (▶ Rifle Green/Graphite	tome moto	6/15/2011
338	Avocado/Graphite	c/n	6/15/2011
146 4	Acadia/Gradnite	12/25/2010	6/15/2011
527 4	· Iris/Graphite	12.00.0010	6/15/2011
745	Pale Yellow/Graphite	C/n	6/15/2011
811 4	Coho/Graphite	12/25/2010	6/15/2011

1216024 UA BAY POLO

\$39.99

allseasongear

Soft poly/cotton blend

- UPF 30+
- · Athletic Fit • Rib collar
- Anti-odor technology

FABRIC TECH: 70% Polyester/30% Cotton

SIZES: SM-XXXL

815†	Bengal/Bengal	FIRST SHIP	LAST SHIP LU
001	Black/Rlack	The second secon	6/24/2011
	- Paris Andrews Company	12/25/2010	6/24/2011
D35	Steel/Steel	12/76/2010	6/24/2011
100	vvnite/vvnite	13/75/2010	E/24/2011
235	Bureau/Bureau	17/25/2010	6/24/2011
251	Bayou/Bayou	12/26/2010	6/24/2011
290	Desert Sand/Desert Sand	12/25/2010	
454	Cirrus Blue/Cirrus Blue	12/25/2010	6/24/2011
527	lris/lris		6/24/2011
911	Coho Coho	12/25/2010	6/24/2011
V) ;	COND/COND	12/25/2010	6/24/2011

1215989 BOCCA SOLID SHORTSLEEVE

\$44.99

allseasong**ear**:



- Durable, lightweight poly/cotton blend construction
- Dual chest pockets
- UPF 30+
- Anti-odor technology

FABRIC TECH: 70% Polyester 30% Cotton

SIZES: SM-XXXL

3541	Dillatoiri		
	DV:// Q10	12/25/2010	6/15/2011
261	Dune/Dune	12000010	E/1E/2011
308	Rifle Green/Rifle Green	10 Me mosin	W13/2011
	Acadia/Acadia		0/10/2011
315	The control of the co	12/25/2010	6/15/2011
113	Bengal/Bengal	12/25/2010	6/15/2011

1215991 BOCCA PLAID SHORTSLEEVE

\$49.99

allseason**gear**

- Durable, lightweight poly/cotton blend construction
 Single chest pocket
 UPF 30+
- Anti-odor technology

FABRIC TECH: 70% Polyester 30% Cotton

001+	Plack Task Owner	FIRST SHIP LAST SHIP	M.
	Diadry Dank Orange	12/25/2010 6/15/2011	
UAU	Graphite/Dill	1976 0010 00000	
	ANTHROUGH FORA	12/25/2010 6/15/2011	
251	Bayou/Bayou	17/75/2010 0/13/2011	
354		12/20/2010 0/10/2011	
288	Anadia Palman	14/25/2010 6/15/2011	
****	Coornel CHRISON	12/25/2010 6/15/2011	





heatgear[.]



- Durable, lightweight poly/cotton blend construction
- Dual front hand pockets
- Side utility pocket
- Dual back pockets

FABRIC TECH: 70% Polyester 30% Cotton

SIZES: Mens (30-44)

\$44.99

	BODY/LOGO	FIRST SHIP	LAST SHIP AR
236†	Bureau	12/25/2010	6/15/2011
262	Dune		6/15/2011





\$49.99

heatgear[,]



- Durable, lightweight poly/cotton blend construction
- 2 side cargo pockets
- Secured back pockets

FABRIC TECH: 70% Polyester 30% Cotton

SIZES: Mens (30-44)

4	BODY/LOGO	FIRST SHIP	DAST SHIP TOLE
261†	Dune/Bureau	12/25/2010	6/15/2011
235	Bureau/Dune	12/25/2010	6/15/2011
308	Rifle Green/Black	12/25/2010	6/15/2011





- Quick-dry nylon rip-stop
- 7 pocket styling
- UPF 50+
- Plier pocket

FABRIC TECH: 100% Nylon

SIZES: Mens (30-44)

0511	BODYAGEO	FIRST SHIP	LAST SHIP A
251†	Bayou/Bayou	C/O	6/15/2011
001	Black/Black	C/0	6/15/2011
290 4	Desert Sand/Desert Sand	12/25/2010	6/15/2011



	UA GUIDE PANT III			\$59.99
1205777	UA GUIDE ZIP-OFF PA	INT		\$69.99

allseasongear



- · Quick dry nylon rip stop
- 7 pocket styling
- UPF-50+
- Plier pocket

FABRIC TECH: 100% Nylon

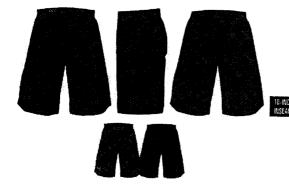
SIZES: Measured Pant (28-28 to 48-34)

10,100	BODY/LOGO		200000000000000000000000000000000000000
290†	BODYADGO Desert Sand/Desert Sand (1205780)	C/O	P LAST SHIP AR 6/24/2011
242†	Timber/Timber (1205777)	C/0	6/24/2011
252	Вауоц/Вауоц (1205777)	C/O	6/24/2011
290	Desert Sand/Desert Sand (1205777)	C/O	6/24/2011

new coloways for carryover apparel in SPRING 2011.

[†] featured colorway.







heatgear[.]

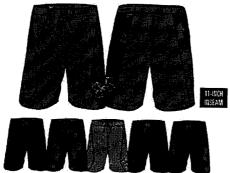
- · Lightweight quick-dry fabrication
- 4-way mechanical stretch
- · Anti-chafe satin interior finish
- Tie-up waist with sew-free tabs
- · Zippered pocket with security loop

FABRIC TECH: 100% Polyester

SIZES: SM-XXXL

\$49.99

	BODY/INSET/LORG	FIRST SHIP	LAST SHIP LAST
879†	Toxic/None/Charcoal	2/25/2011	6/15/2011
019	Charcoal/Aluminum/Aluminum	2/25/2011	6/15/2011
419	Capri/None/Evening	2/25/2011	6/15/2011









1215984 TIDE BOARD SHORT

\$49.99

heatgear[,]

- · Lightweight, quick-dry micro-suede polyester
- Cargo pocket
- Velcro front closure
- Drawstring tie
- Stain Release

FABRIC TECH: 100% Polyester

SIZES: Mens (30-44)

035t	Steel/Steel/White	12/25/2010	Pier mass
· · · · · · · · · · · · · · · · · · ·		·	6/15/2011
1 01	Black/None/Steel	12/25/2010	6/15/2011
102	Black/Black/Steel	12/25/2010	6/15/2011
38	Acocado/None/Black	12/25/2010	6/15/2011
46	Acadia/None/Acadia	12/25/2010	6/15/2011
47	Acadia/Steel/ Acadia	12/25/2010	6/15/2011

1216046 UA TOPOGRAPHIC T

\$24.99

heatgear[,]

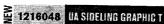


- · Spun poly with soft, comfortable hand
- Superior HeatGear® moisture transport
- 4-way stretch to ensure maximum comfort and mobility

FABRIC TECH: 4.6 oz. 95% Polyester / 5% Elastane

SIZES: SM-XXXL

UUIT	Black/Graphite	12/25/2010	6/15/2011
025	True Gray Heather/Desert Sky	12/25/2010	6/15/2011
100	White/Black	12/25/2010	6/15/2011
146	Acadia/White	12/25/2010	8/15/2011
315	Bengal/Homet		6/15/2011



\$24.99

heatgear non

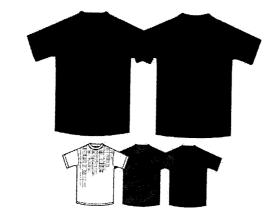


- · Spun poly with soft, comfortable hand
- Superior HeatGear® moisture transport
- 4-way stretch to ensure maximum comfort and mobility

FABRIC TECH: 4.6 oz. 95% Polyester / 5% Elastane

761†	Homet/Dill	12/25/2010	6/15/2011
001	Elact/Dill	12/25/2010	8/15/2011
140	Graphite/Hornet	12/25/2010	6/15/2011
uu .	White/Graphite	12/26/2010	6/15/2011
146	Acadia/White	12/25/2010	6/15/2011





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-	100000	*****	900 Y 2	300				
	11111111	44330		47	1200	are .	200	
	200 B	2 July 8		. by #3	#116/	215	1131	u
_	2000	· 42 8.	* 2 * 2	27 5000	3 11.		111.	R

LIFFE GRAPHIC T

\$24.99

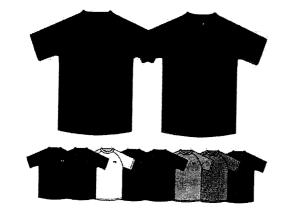
heatgear

- Spun poly with soft, comfortable hand
- Superior HeatGear® moisture transport
- 4-way stretch to ensure maximum comfort and mobility

FABRIC TECH: 4.6 oz. 95% Polyester / 5% Elastane

SIZES: SM-XXXL

Seesen			
22.0	. BODY/LOGO	FIRST SHIP LAST SHIP A	
0011	Black/Graphite	12/25/2010 6/15/2011	(700000
100	White/Dill	12/25/2010 6/15/2011	~
354	Dill/Desert Sky	12/25/2010 6/15/2011	
446	Acadia/Dark Orange	12/05/2010 6/15/2011	



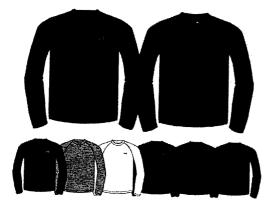
1000382 UA TECH™ SHORTSLEEVE T \$19.99 heatgear

- Spun poly with soft, comfortable hand
- Raglan sleeve construction
 Superior HeatGear® moisture transport

FABRIC TECH: 4.6 oz. 94% Polyester / 6% Elastane

SIZES: SM-XXXL

241†	Timber/Graphite	C/O	6/24/2011
001	Black/White	C/0	6/24/2011
019 4	Charcoal/Graphite	12/25/2010	6/15/2011
100	White/Black	C/O	6/24/2011
385	Sage/Graphite	C/O	6/15/2011
446 ♦	Acadia/Graphite	12/25/2010	6/15/2011
761 💠	Hornet/Steel	12/25/2010	6/15/2011
025	True Gray Heather/Black	12/25/2010	6/24/2011
90	Carbon Heather/Black	12/25/2010	6/24/2011



1000377 UA TECH™ LONGSLEEVE T

\$24.99

heatgear



- Spun poly with soft, comfortable hand
 Raglan sleeve construction
 Superior HeatGear® moisture transport

FABRIC TECH: 4.6 oz. 94% Polyester / 6% Elastane

(417	Timber/Graphite	C/O	6/24/2011
001	Black/White	C/D	6/24/2011
025 4	True Gray Heather/Black	12/25/2010	6/24/2011
100	White/Black	C/O	6/24/2011
185	Sage/Graphite	L/O	6/24/2011
l46 ∢	Acadia/Graphite	12/25/2010	6/15/2011
90	Carbon Heather/Black	C/O	6/24/2011

[•] new coloways for carryover apparel in SPRING 2011.

[†] featured colorway.

4 PLASTIC BOTTLES WHAT WOULD YOU DO WITH THEM?



WE DECIDED TO MAKE A T-SHIRT. BUT NOT JUST ANY T-SHIRT.

IT BEGINS WITH 4 EMPTY BOTTLES that someone recycles.



INSTEAD OF GOING TO A LANDFILL the bottles are collected

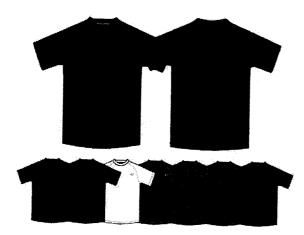


THEY'RE MADE INTO FIBERS, after being crushed and melted.



THE FIBERS PERFORM. They wick sweat, protect against the sun, and hold up to rough terrain.

UNDER ARMOUR'S 100% RECYCLED PERFORMANCE T-SHIRT: THE UA CATALYST T.









1210574 UA CATALYST SHORTSLEEVE T

\$29.99

heatgear

- Superior HeatGear® moisture transport
 UPF 50+
- Lightweight, anti-pick high-gauge knit fabric
- Raglan sleeve construction
- - 100% Recycled Polyester Anti-odor technology

FABRIC TECH: 100% Recycled Polyester

SIZES: SM-XXXL

4461	Acadia/Admiral	C/0	6/15/2011
101	Black/Charcoal	C/0	6/15/2011
12 (Coal/Graphite	12/25/2010	6/15/2011
00	White/Aluminum	C/O	6/15/2011
41	Timber/Baja	C/O	6/15/2011
54 1	Dill/Graphite	12/25/2010	6/15/2011
85	Sage/Graphite	CO	6/15/2011
32	Crimson/Graphite	CA	8/15/2011

1210674 CATALYST LONGSLEEVE T

\$34.99

heatgear



- Superior HeatGear® moisture transport
 UPF 50+
- Lightweight, anti-pick high-gauge knit fabric
- 100% Recycled Polyester
- · Anti-odor technology
- Ragian sleeve construction

FABRIC TECH: 100% Recycled Polyester

SIZES: SM-XXXI

	BORY/LAGS	FIRST SMIP	LAST SHIP AR
446†	Acadia/Admiral	C/O	6/15/2011
001	Black/Charcoal	C/0	6/15/2011
100	White/Aluminum	C/O	6/15/2011
386	Sage/Graphite	C/0	6/15/2011

🚊 1218698 TWIST II SHORT

\$39.99

heatgear

- · Anti-odor technology liner brief
- · Zippered security pocket
- Contrast stitch detail

FABRIC TECH: Outer short: 86% Recycled Polyester / 14% Elastane Liner short: 100% Polyester

SIZES: SM-XXXL

	88BY/L068	FIRST SHIP	LAST SHIP AR
019†	Charcoal/Black	12/25/2010	6/24/2011
	Bureau/Black	12/25/2010	6/24/2011

new coloways for carryover apparel in SPRING 2011.

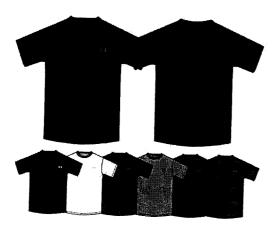
f featured colorway

INTRODUCING...



MOTHER NATURE MADE IT. WE MADE IT BETTER.

Nearly two decades of searching the universe brought us to this, We took the Earth's most comfortable cotton and charged it with Under Armour's moisture-wicking technology. The result is the World's First True Performance Cotton T-Shirt. Go hard enough and the moisture transport channels show you the fabric is wicking to keep you cool, dry and light. At the end of a workout, your shirt is dry.



3 1217194 UA CHARGED COTTON SHORTSLEEVE T

\$24.99

heatgear



- Charged with moisture-wicking, quick-dry technology
- Soft, comfortable pima cotton fabrication
- Built with 4-way stretch for superior comfort and mobility
- Rib collar construction
- Double-stitch shoulder detailing
- Hi-density foil-coated logo treatment

FABRIC TECH: 95% Cotton / 5% Elastane

4461	Acadia/Charcoal	12/25/2010	1/15/2011
001	Black/White	12/25/2010	6/24/2011
100	White/Aluminum	12/25/2010	6/24/2011
284	Hearthstone/Charcoal	12/25/2010	A/15/7011
290	Desert Sand/White	12/25/2010	4/15/2011
308	Rifle Green/Black	12/25/2010	4/15/2011
631	Crimson/Black	10 Inc Inc. o	4/15/2011 4/15/2011







≥	
및 1216045	UA STRIDER WINDBREAKER

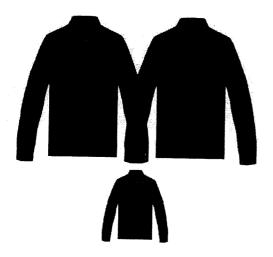
- allseasongear Water/wind resistant
- · Hand-warmer pockets
- Rib knit cuff and collar

FABRIC TECH: 4.8 oz. 100% Polyester

SIZES: SM-XXXL

\$79.99

	RODYADEO	FIRST SHIP	LAST SHIP AN
019†	Charcoal/Charcoal	12/25/2010	6/24/2011
235	Bureau/Bureau	12/25/2010	6/15/2011
815	Bengal/Bengal	12/25/2010	6/15/2011





\$99.99

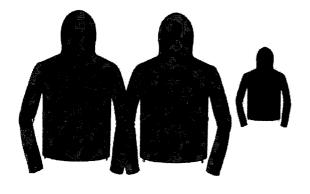
allseasongear

- Full-stretch fabric
- Hand-warmer pockets
- Zip-secure chest pocket
- Double-snap cuff adjustment

FABRIC TECH: 6.6 oz. 49% Polyester / 43% Nylon / 8% Elastane

SIZES: SM-XXXL

	0007/1000	FIRST Ship	LAST SHIP AR
309†	Rifle Green/Black	12/25/2010	6/24/2011
019	Charcoal/Black	12/25/2010	6/24/2011



1205776 UA HIGH TIDE SOFTSHELL HOODY

\$99.99

allseasongear

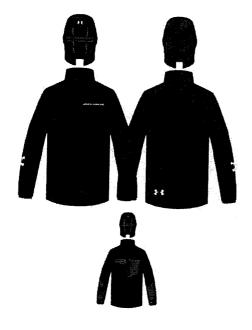


- Full stretch
- · Zip-secured chest pocket
- Zip-secured hand kangaroo pocket
- Bottom hem cinch
- Side access zip
 Molded cuff tabs
- · Rain/wind resistant

FABRIC TECH: 90% Nylon /10% Elastane

***************************************	BODY/LOGO	FIRST SHIP	LAST SHIP AR
	Steel/Aluminum/White/Charcoal	12/25/2010	6/15/2011
001	Black/Graphite	C/O	6/15/2011





>						
G 12	16010	TIII	CTUR	CATE P	THE P	
3 14	16018			ULLE	424	KΑ
		8:00				

\$249.99

allseasongear

- 100% waterproof, breathable 3-layer fabric
- Fully adjustable removable hood
- Dual cargo pockets
- Secured front chest storage pockets
- DWR finish

FABRIC TECH: 100% Polyester

SIZES: SM-XXXL

	BODY/INSET/LOGO	FIRST SHIP	LAST SHIP AD
635†	University Red/Black/White	12/25/2010	6/24/2011
308	Rifle Green/None/Speed Green	12/25/2010	6/24/2011



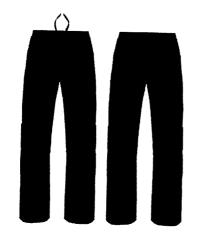


- ArmourStorm® waterproof/breathable construction
- 2.5-layer fabric
- Rated at 10,000mm/10,000g
- Fully taped seamsPit venting
- Bottom hem cinch
- Full-time hood
- Pack-friendly hand pockets/vents

FABRIC TECH: 100% Nylon

SIZES: SM-XXXL

	BODYAGG	FIRST SRIP	LAST SHIP AR
001†	Black/Charcoal	12/25/2010	6/24/2011
035	Steel/Charcoal	12/25/2010	6/24/2011
354	Dill/Black	12/25/2010	6/15/2011



1216044 BARRAGIE PANT II

\$79.99

allseasongear



- ArmourStorm® waterproof/breathable construction
- 2.5-layer fabric
- Fully taped seams
- Zip-secured back pocket
- · Zip-secured hand pockets
- Bottom leg zip opening

FABRIC TECH: 100% Nylon

, j	BODY/LOGO	FIRST SHIP	LAST SHIP AP
001†	Black/Charcoal	12/25/2010	6/24/2011



SUPER-LIGHTWEIGHT LAYERING FOR COOLER TEMPERATURES AND HIGHER ACTIVITY LEVELS

warmer than the competition



HIGHLY VERSATILE MID-WEIGHT LAYERING FOR COLDER CONDITIONS AND A VARIETY OF ACTIVITY LEVELS



0/0

MAXIMUM WARMTH FOR EXTREME COLD CONDITIONS AND LOWER ACTIVITY LEVELS



0/0

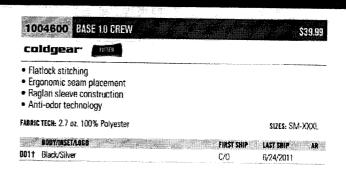
0/0

lighter than the competition

drier than the competition









1004601 BASE 10 LEGGING		\$39.99
coldgear mai		
Flatlock stitching		
Ergonomic seam placement		
 Performance waistband Working fly 		
Anti-odor technology		
FABRIC TECH: 2.7 oz. 100% Polyester		SIZES: SM-XXXL
ВОДУЛОБО	FIRST SHIP	LAST SHIP AR
001† Black/Silver	C/0	6/24/2011











- · Flatlock stitching
- Ergonomic seam placement
- Ragian sleeve construction
- 1/4 zip offers on-the-go ventilation (1004652 only)
- Anti-odor technology
- 46% warmer than the competition
- 35% lighter than the competition
- 33% drier than the competition

FABRIC TECH: 4.5 oz. 93% Polyester / 7% Elastane

SIZES: SM-XXXL

BODY/INSET/LOGO	FIRST CHIP (LECT CHIP III)
001† Black/Silver (1004602)	C/O 6/24/2011
001† Black/Silver (1004552)	C/O 6/24/2011

001†	Black/Silver	(1004602)		C/O	6/24/2011	(XX)
001†	Black/Silver	(1004652)	***************************************		······································	
				40	6/24/2011	

1004603 BASE 2.0 LEGGING

\$49.99

coldgear' and

- · Flatlock stitching
- Ergonomic seam placement
 Performance waistband
- · Working fly
- Anti-odor technology
- 46% warmer than the competition
- 35% lighter than the competition
- 33% drier than the competition

FABRIC TECH: 4.5 oz. 93% Polyester / 7% Elastane

SIZES: SM-XXXL

001† Black/Silver	FIRST SHI	LAST SHIP AR
001† Black/Silver	C/0	6/24/2011

		4	
	BASE 3.0 CREW		\$69.9
1004654	BASE 3.0 1/4 ZIP		\$74.9

coldgear ()

- Flatlock stitching
- Ergonomic seam placement
- Ragian sleeve construction
- ¼ zip offers on-the-go ventilation (1004654 only)
- Anti-odor technology
- 46% warmer than the competition
- 35% lighter than the competition
- 33% drier than the competition

FABRIC TECH: 7.0 oz. 95% Polyester / 5% Elastane

SIZES: SM-XXXL

\$69.99

BODY/LOGO	FIRST SHIP	LAST SHIP AR
001† Black/Silver (1004604)	L/U	
001† Black/Silver (1004654)	CiO	6/24/2011
	U/U	b//4//III

001† Black/Silver (100/654)	C/O	6/24/2011	
The state of the s	C/O	6/24/2011	***********
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX			*********
1004605 BASE 3.0 LEGGING			00

coldgear and

- · Flatlock stitching
- Ergonomic seam placement
- Performance waistband
- Working fly
- Anti-odor technology
- 46% warmer than the competition
- 35% lighter than the competition
- 33% drier than the competition

FABRIC TECH: 7.0 pz. 95% Polyester / 5% Elastane

\$33550 46 to 100 to		
BARYARER	SSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSSS	
BODY/OSD 0011 Plank/Cities	FIRST SHIP LLCT CHIRL	Ottowners
0014 N 1 (0)	THE LAST SELF	00 A A
001† Black/Silver		2007/4000000
	C/O 6/24/2011	
When the same of t	0,0 0,24,2011	



MAPPED MID / LIGHTWEIGHT LAYERING FOR COLDER CONDITIONS AND HIGHER ACTIVITY LEVELS

UA BASE" 2.0 FABRICATION AROUND THE CORE FOR ADDED WARMTH / UA BASE" 1.0 FABRICATION ON EXTREMITIES FOR ENHANCED MOBILITY AND STREAMLINED FEEL.

UNDER ARMOUR'S PROPRIETARY COLDGEAR THERMAL GRID BASE LAYER FABRICS ARE CONSTRUCTED WITH A NETWORK OF GRID CHANNELS THAT TRAP MORE AIR USING LESS YARN. THIS MAKES THEM INCREDIBLY LIGHT-WEIGHT AND QUICK-DRYING WHILE KEEPING YOUR CORE TEMPERATURE REGULATED. ENABLING MAXIMUM PERFORMANCE IN A VARIETY OF CONDITIONS.



1204398 BASEMAP 15 CREW

\$59.99

coldgear and



- UA Base 2.0 fabric sits closer to your torso to keep your core warmer
- Lightweight UA Base 1.0 fabric under arms to dump excess heat and towards your extremities to enhance comfort and mobility
- · Flatlock stitching
- Raglan sleeve construction
- Ergonomic seam placement
- · Anti-odor technology

FABRIC TECH: 4.5 oz. 93% Polyester / 7% Elastane

SIZES: SM-XXXL

	NODY/INSET/STITCHING/LOGO	FIRST SHIP	LAST SHIP AR	8
001†	Black/Charcoal/University Red/Charcoal	C/O	6/24/2011	**

1204399 BASEMAP 15 LEGGING

\$59.99

coldgear Com



- UA Base 2.0 fabric sits closer to your torso to keep your core warmer
- Lightweight UA Base 1.0 fabric towards your extremities to enhance comfort and mobility
- · Flatlock stitching
- · Ergonomic seam placement
- Working fly
- Anti-odor technology

FABRIC TECH: 4.5 oz. 93% Polyester / 7% Elastane

	BODY/INSET/STITCHING/LOGO	FIRST SHIP	LAST SHIP AR
001†	Black/Charcoal/University Red/Charcoal	C/O	6/24/2011

MAPPED EXTREME / MID WEIGHT LAYERING FOR COLDER CONDITIONS AND HIGHER ACTIVITY LEVELS

UA BASE" 3.0 FABRICATION AROUND THE CORE FOR ADDED WARMTH / UA BASE 2.0 FABRICATION ON EXTREMITIES FOR ENHANCED MOBILITY AND STREAMLINED FEEL.

UNDER ARMOUR'S PROPRIETARY COLDGEAR THERMAL GRID BASE LAYER FABRICS ARE CONSTRUCTED WITH A NETWORK OF GRID CHANNELS THAT TRAP MORE AIR USING LESS YARN. THIS MAKES THEM INCREDIBLY LIGHT-WEIGHT AND QUICK-DRYING WHILE KEEPING YOUR CORE TEMPERATURE REGULATED, ENABLING MAXIMUM PERFORMANCE IN A VARIETY OF CONDITIONS.



1210356 BASEMAP 25 CREW

\$79,99

coldgear and



- UA Base 3.0 fabric sits closer to your torso to keep your core warmer
- UA Base 2.0 fabric under arms to dump excess heat and towards your extremities to enhance comfort and mobility
- · Flatlock stitching
- Raglan sleeve construction
- Ergonomic seam placement
- Anti-ador technology

FABRIC TECH: 7.0 oz. 93% Polyester / 7% Elastane

SIZES: SM-XXXL

	BODY/INSET/STITCHING/LOGB	FIRST SHI	P LAST SHIP 10	
019†	Charcoal/Graphite/University Red/University Red	C/O	6/24/2011	



1210358 BASEMAP 2.5 LEGGING

\$79.99

coldgear ma

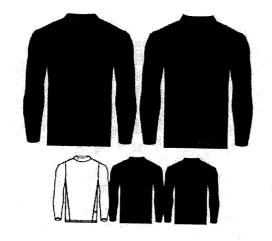


- UA Base 3.0 fabric sits closer to your torso to keep your core warmer
- UA Base 2.0 fabric in lower legs dumps heat to enhance comfort and mobility
- · Flatlock stitching
- Ergonomic seam placement
- Working fly
- Anti-odor technology

FABRIC TECH: 7.0 oz. 93% Polyester / 7% Elastane

	BODY/INSET/STITCHING/LOGO	FURST SH	IP LAST SHIP AR
019†	Charcoal/Graphite/University Red/University Red	C/0	6/24/2011





1210354	UA	EVO	COLDO	EAR.	MOCK

\$49.99

coldgear .

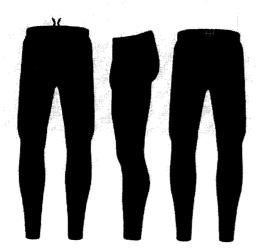
 ColdGear® fabric transports moisture to keep you dry and traps heat to keep you warm

- New fabric feels softer next to skin
- Ultra-brushed interior traps more warmth
- Flatlock stitching

FABRIC TECH: 89% Polyester / 11% Elastane

SIZES: SM-XXXL

	BODYADED	FIRST SHE	P. LACT CHIEF LE
001†	Black/White	C/O	6/24/2011
100	White/Charcoal	C/O	6/24/2011
	Timber/Graphite	C/O	6/24/2011
305	Sage/Graphite	C/O	6/24/2011



1212287 UA EVO COLDGEAR ® FITTED LEGGING

\$49,99

coldgear and

- EVO ColdGear® fabric transports moisture to keep you dry and traps heat to keep you warm
- New fabric feels softer next to skin
- · Ultra-brushed interior traps more warmth
- · Flatlock stitching

FABRIC TECH: 7.09 oz. 89% Polyester / 11% Elastane

SIZES: SM-XXXL

BODY/LUBB	FIRST SHIP LAST SHIP. AN
001† Black/Charcoal	C/O 6/24/2011



1210355 UA EVO COLDGEAR & LEGGING

\$54.99

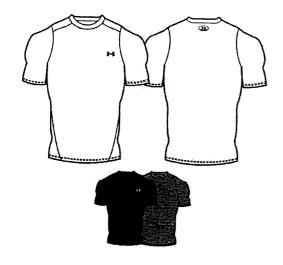
coldgear mil

- EVO ColdGear® fabric transports moisture to keep you dry and traps heat to keep you warm
- New fabric feels softer next to torso
- Ultra-brushed interior traps more warmth
- · Flatlock stitching
- Working fly

FABRIC TECH: 7.09 oz. 89% Polyester / 11% Elastane

BODY/LOGO FIRST SHIP LAST SHIP AN						
001†	Black/White	C/0	6/24/2011			
241	Timber/Graphite	C/0	6/24/2011			
385	Sage/Graphite	C/O	6/24/2011			





1201166 UA HEATGEAR* FULL T

\$24.99

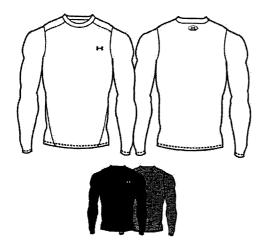
heatgear'

- A cornerstone piece of UA apparel
- Signature UA fit and fabric with superior moisture transport
- Keeps the athlete cool, dry, and light
- Ergonomic seam detail to minimize irritation
- Anti-odor technology

FABRIC TECH: 5 oz. 81% Polyester / 19% Elastane

SIZES: SM-XXXL

	BODYAGGO	FIRST SHIP	LAST SHIP AR
100†	White/Black	.C/0	6/24/2011
001	Black/White	C/O	6/24/2011
080	Medium Gray Heather/Black	C/O	5/24/2011





heatgear 🖂

- A cornerstone piece of UA apparel
- Signature UA fit and fabric with superior moisture transport
 Keeps the athlete cool, dry, and light
 Ergonomic seam detail to minimize irritation

- Anti-odor technology

FABRIC TECH: 5 oz. 81% Polyester / 19% Elastane

SIZES: SM-XXXL

	BBOY/LOGO	FIRST SHIP	LAST SHIP
100+	White/Black	C/0	6/24/2011
001	Black/White	C/0	6/24/2011
080	Medium Gray Heather/Black	C/O	6/24/2011



1201164 UA HEATGEAR COMPRESSION SHORT

\$24.99

heatgear bed



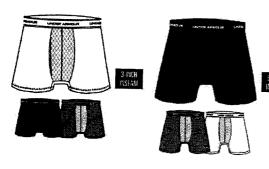
- Signature HeatGear® fabrication
- Superior moisture transport quickly moves moisture away from body
- Performance waistband
- Anti-odor technology

FABRIC TECH: 7.0 oz. 85% Nylon / 15% Elastane

BODYALOGO FIRST SHIP AN						
100†	White/Black	C/O	6/24/2011			
001	Black/White	C/0	6/24/2011			
080	Medium Gray Heather/Black	C/0	6/24/2011			

MEN'S UNDERWEAR







heatgear Inc

- Lightweight, 4-way stretch HeatGear® fabrication
- Superior HeatGear® moisture transport keeps you cool and dry
- Performance waistband
- Articulated mesh crotch for comfort, ventilation, and support
- Anti-odor technology

FABRIC TECH: 88% Polyester / 12% Elastane

SIZES: SM-XXXL

1001	White/None (1209290)	CAO.	CHEMOIA
001	Flack/None (1209290)	C/O	6/15/2011
080	Medium Gray Heather/None (1209290)	60	6/15/2011
001†	Black/None (1209291)	C/O	6/15/2011
080	Medium Gray Heather/None (1209291)	C/O	6/15/2011
100	White/None (1209291)	r <i>i</i> n	8/15/2011



\$19.99

heatgear



- Lightweight, 4-way stretch HeatGear® fabrication
- Superior HeatGear® moisture transport keeps you cool and dry
- Performance waistband
- · Button fly
- Anti-odor technology

FABRIC TECH: 90% Polyester / 10% Elastane

SIZES: SM-XXXI

	BODYAGGO	FIRST SHIP	LAST SHIP
	Medium Gray Heather/None	C/O	6/15/2011
001	Black/None	C/O	6/15/2011
100	White/None	C/O	6/15/2011

1208121 O SERIES NOVELTY BOXER SHORT

\$24.99

heatgear



- Lightweight HeatGear® fabrication
- Superior HeatGear® moisture transport keeps you cool and dry
- Performance waistband, Button fly, 4-way stretch
- · Anti-odor technology

FABRIC TECH: 90% Polyester / 10% Elastane

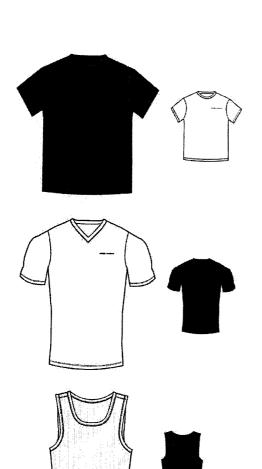
SIZES: SM-XXXI

		•••	FFA. GIM VXVIE
	BODY/HSET/LOCO	FIRST SHIP LAST	SHIP AN
0197	† ♦ Charcoal/Pump/None	12/25/2010 6/15	/2011
035	Steel/Black/None	12000010 040	/2011
052	▼ Aluminum/None/None	10.000.0044 0.446	/2011
324	♦ Velocity/Kiwi/Nane	12/25/2010 005	/2011
471	♦ Evening/Starfsuit/None	12/25/2010 3/15	/2011
665	♦ Adrenatine/Pump/None	12/25/2010 8/15	/2011
879	◆ Toxic/None/None	17.90 ann ann	2011

• new coloways for carryover apparel in SPRING 2011.

† leatured colorway,





1209294	O SERIES RELAXED CREW	\$19.99
1209295	O SERIES RELAXED V-NECK	\$19.99
1209517	O SERIES RELAXED TANK	\$19.99

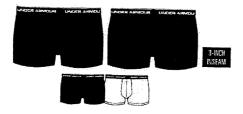
heatgear me

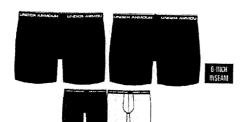
- Lightweight, 4-way stretch HeatGear® fabrication
 Superior HeatGear® moisture transport keeps you cool and dry
- Tagless interior
- Anti-odor technology

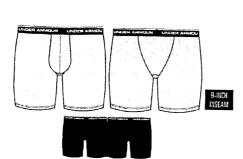
FABRIC TECH: 90% Polyester / 10% Elastane

SIZES: SM-XXXL

001†	Black/Gray (1209294)	C/O	6/24/2011
100	White/White (1029294)	C/O	6/24/2011
001	Black/Gray (1209295)	C/0	6/24/2011
00†	White/White (1029295)	C/ú	6/24/2011
101	Black/Gray (1209517	C/O	6/24/2011
100†	White/White (1029517)	C/O	6042011







1208117 M-SERIES BOXER JUCK 3"	k d ^{er} e	\$19.99
1208118 M-SERIES BOXER JOCK 6"		\$19.99
1208120 M-SERIES BOXER JOCK 9"		\$19.99

heatgear mo

- Lightweight, 4-way stretch HeatGear® fabrication
 Superior HeatGear® moisture transport keeps you cool and dry
- Performance waistband
- Articulated mesh crotch for comfort, ventilation, and support
- Anti-odar technology

FABRIC TECH: 88% Polyester / 12% Elastane

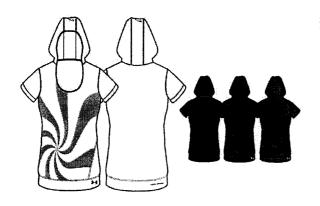
040†	Graphite/None (1208117)	C/O	6/15/2011
001	8lack/None (1208117)	C/O	6/15/2011
100	White/None (1208117)	C/O	6/15/2011
001†	Black/None (1208116)	C/O	6/15/2011
040	Graphite/None (1208118)	C/O	6/15/2011
100	White/None (1208118)	C/O	6/15/2011
100†	White/None (1208120)	C/O	6/15/2011
001	Black/None (1208120)	C/O	6/15/2011
040	Graphite/None (1208120)	C/O	6/15/2011

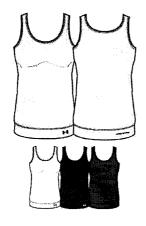
MOUNTAIN DIVISION

WOMEN'S











1216019 GWYNNBROOK SHIRT

heatgear Mail

- . Spun poly with soft, comfortable hand
- Super soft heathered fabric transports moisture to keep you dry
- Flatlock stitching
- Anti-odor technology

FABRIC TECH: 95% Polyester / 5% Elastane

SIZES: SM-XL

\$34.99

329†	Jade River/White	12/25/2010	6/15/2011
090	Carbon Heather/Peony	12/25/2010	6/15/2011
100	White/Jade River	12/25/2010	6/15/2011
493	Pool Blue/Sol	12/25/2010	6/15/2011
756	Sol/Indigo	12/25/2010	6/15/2011
873	Peony/Bureau	12/25/2010	6/15/2011

1216020 UA WELCH HOODY

\$44.99

heatgear' Rico

- . Spun poly with soft, comfortable hand
- Super soft heathered fabric transports moisture to keep you dry
- Great layering piece with the rib tank
- Flatlock stitching
- Anti-odor technology
- Combines fashion with function
- Tonal spot front print

FABRIC TECH: 95% Polyester / 5% Elastane

SIZES: SM-XL

	BODY/LOGO	FIRST SHIP LAST SHIP TO AR
100†	White/Jade River	12/25/2010 6/15/2011
235	Bureau/Jade River	12/25/2010 6/15/2011
329	Jade River/White	12/25/2010 6/15/2011
404	Pool/Sol	12/25/2010 6/15/2011

1216036 UA BELLE GROVE TANK

\$34.99

heatgear min

- . Spun poly with soft, comfortable hand
- Super soft heathered fabric transports moisture to keep you dry
- · Flatlock stitching
- · Anti-odor technology

FABRIC TECH: 95% Polyester / 5% Elastane

SIZES: SM-XL

	HODY/LOGO	FIRST SHIP	LAST SHIP AR
756†	Sol/Indigo	12/25/2010	6/15/2011
100	White/Jade River	12/25/2010	6/15/2011
329	Jade River/White	12/25/2010	6/15/2011
873	Peony/Bureau	12/25/2010	6/15/2011

1210874 UA RIB TANK

\$19.99

allseasongear mo

The favorite basic layering piece in polyester

FABRIC TECH: 8.78 oz. 89% Polyester / 11% Elastane

873†	•	Peony/Bureau	12/25/2010	6/15/2011
001		Black/Dill	C/O	6/24/2011
019	•	Charcoal/Black	12/25/2010	6/15/2011
100		White/Black	. C/O	6/24/2011
235	٠	Bureau/Jade River	12/25/2010	6/15/2011
329	•	Jade River/White	12/25/2010	6/15/2011
404	٠	Indigo/Sol	12/25/2010	6/15/2011
493	•	Pool Blue/Sol	12/25/2010	6/15/2011
756	٠	Sol/Indige	12/25/2010	6/15/2011
860	*	Dark Orange/Charcoal	12/25/2010	6/15/2011

new coloways for carryover apparel in SPRING 2011.

[†] featured colorway.

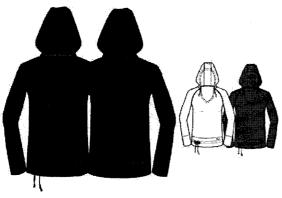


















coldgear and

- Spun poly with soft, comfortable hand
 Lightweight waffle knit fabric construction traps heat and keeps you warm and comfortable
- Anti-odor technology
- 100% Recycled Polyester

FABRIC TECH: 5.29 oz. 100% Recycled Polyester

SIZES: SM-XL

\$49.99

BOBY/RISET/LOGO FRIST SHIP LAST SHIP AN			
493↑ ♦ Pool Blue/Sol/Sol	12/25/2010	6/15/2011	
100 ♦ White/Jade River/Jade River	12/25/2010	6/15/2011	
873 ♦ Peony/Bureau/Bureau	12/25/2010	6/15/2011	

直 1216022 PATAPSCO HODDY

\$49.99

aliseasong**ear**

- · Lightweight fleece fabric
- Raglan sleeve construction
- 3-panel hood with drawstring
- V neckline, perfect for layering
- · Bottom hem tie detail

FABRIC TECH: 4.76 oz. 100% Polyester

SIZES: SM-XL

	BODY/HSSET/LOGO FIRST SHIP LAST SHIP LA		
019†	Charcoal/Peony	12/25/2010 6/15/2011	
100	White/Jade River	12/25/2010 6/15/2011	
873	Peony/Bureau	12/25/2010 6/15/2011	

1216012 FARVER SHORTSLEEVE SUN SHIRT

\$44.99

heatgear ma

- Lightweight, quick-dry poly cotton woven
- UPF 30+

FABRIC TECH: 70% Polyester / 30% Cotton

SIZES: SM-XL

	BODYADGO	FIRST SRIP LAST SRIP AR
100t	White/Jade River	12/25/2010 6/15/2011
493	Pool Blue/Sol	12/25/2010 6/15/2011
758	Sol/Indigo	12/25/2010 6/15/2011
873	Peorty/Bureau	12/25/2010 6/15/2011

1216016 FARVER LONGSLEEVE SUN SHIRT

\$49.99

heatgear And

- · Lightweight, quick-dry poly cotton woven
- Longsleeve to shortsleeve convertible technology
- UPF 30+

FABRIC TECH: 70% Polyester / 30% Cotton

SIZES: SM-XL

	RODYADGO FREST SHIP LAST SAIP AN		LAST SAIP AR
756†	Sol/Indigo	12/25/2010	6/15/2011
100	White/Jade River	12/25/2010	6/15/2011
493	Pool Blue/Sol	12/25/2010	6/15/2011
873	Peony/Bureau	12/25/2010	6/15/2011

[•] new coloways for carryover apparel in SPRING 2011.

† featured colorway.



\$39.99

\$44.99

12/25/2010 6/15/2011





1216041 UA AVONDALE SHORT

261

Dune/Dune

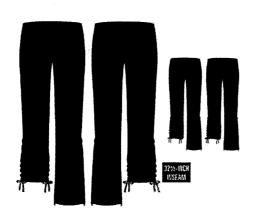
000000000	BODY/INSET/LOGO	FIRST SHIP	Frey ellin
261†	Dune/Dune	12/25/2010	
	· · · · · · · · · · · · · · · · · · ·		
019	Charcoal/Charcoal	12/25/2010	6/24/2011

11-9DR SISEAM

he	atgear' (AIB)	
• Fro	htweight, durable recycled stret nt hand pockets/back pockets t-front construction	ch woven
	TECH: Body: 97% Recycled Polyester Bags: 100% Polyester	/ 3% Elastane SIZES: Womens 2-14
	BOBY/LOGO	FIRST SHIP LAST SHIP AR
100†	White/White	12/25/2010 6/15/2011
001	Black/Charcoal	12/25/2010 6/15/2011



121	6038 CHERRINGTON CAPRI		\$54.99
hei	atgear Alle		
• From	otweight and durable recycled stretch woven nt hand pockets/back pockets -front construction		
	TECH: Body: 97% Recycled Polyester / 3% Elastane Bags: 100% Polyester	5	SIZES: Womens 2-14
	BODYLO GO	FIRST SHIP	LAST SHIP AR
235†	Bureau/Bureau	12/25/2010	6/15/2011
001	Black/Charcoal	12/25/2010	6/15/2011



1216039 UA WOODBROOK PANT	\$59.99
heatgear' 71916	
Lightweight and durable recycled stretch woven Front hand pockets/back pockets Pant to capri convertible technology Flat-front construction	
FABRIC TECH: Body: 97% Recycled Polyester / 3% Elastane Pocket Bags: 100% Polyester	SIZES: Womens 2-14

22000	HODY/LOGO	FIRST SHIP	LAST SHIP AR
404†	Indiga/Indiga	12/25/2010	6/24/2011
001	Black/Charcoal	12/25/2010	6/24/2011
235	Bureau/Bureau	12/25/2010	6/24/2011

4 PLASTIC BOTTLES WHAT WOULD YOU DO WITH THEM?



WE DECIDED TO MAKE A T-SHIRT. **BUT NOT JUST ANY T-SHIRT.**

IT BEGINS WITH 4 EMPTY **BOTTLES** that someone recycles.



INSTEAD OF GOING TO A LANDFILL the bottles are collected



THEY'RE MADE INTO FIBERS. after being crushed and melted.

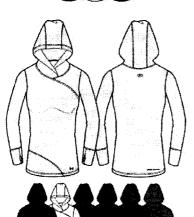


THE FIBERS PERFORM

UNDER ARMOUR'S 100% RECYCLED PERFORMANCE T-SHIRT: THE UA CATALYST T.









1210665 UA CATALYST SHORTSLEEVE T

\$29.99

heatgear'



- Lightweight, anti-pick high-gauge knit fabric
- Ragian sleeve construction
- ◆ UPF 50+
- Anti-odor technology
- 100% Recycled Polyester

FABRIC TECH: 100% Recycled Polyester

SIZES: SM-XI

8731		Peony/Bureau	12/25/2010	6/15/2011
001		Black/Charcoal	C/O	6/15/2011
012	•	Coal/Aluminum	12/25/2010	6/15/2011
100		White/Aluminum	C/O	6/15/2011
329	•	Jade River/White	12/25/2010	6/15/2011
193	٠	Pool Blue/Sol	12/25/2010	6/15/2011
756	•	Sol/Indigo	12/25/2010	6/15/2011
360		Dark Grange/Charcoal	12/25/2010	6/15/2011

1218696 UA CATALYST HOODY II

\$44.99

heatgear Mile

- · Superior HeatGear® moisture transport · Lightweight, anti-pick high-gauge knit fabric
- · Crossover panel and neckline construction
- UPF 50+
- Anti-odor technology
- 100% Recycled Polyester
- · Longer length

FABRIC TECH: 100% Recycled Polyester

SIZES: SM-XL

7581	Sol/Indigo	12/25/2010	6/15/2011
012	Coal/Aluminum	12/25/2010	6/15/2011
10D	White/Jade River	12/25/2010	6/15/2011
235	Bureau/Jade River	12/25/2010	6/15/2011
329	Jade River/White	12/25/2010	6/15/2011
193	Pool Blue/Sol	12/25/2010	6/15/2011
873	Pecny/Bureau	12/25/2010	6/15/2011

1218897 UA MOUNTAIN CATALYST SHORT

\$39.99

heatgear'



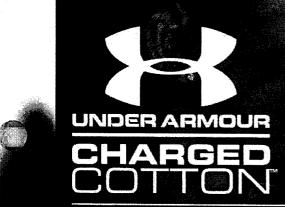
- . Superior HeatGear® moisture transport
- · Lightweight, anti-pick high-gauge recycled knit 2" waistband
- Lightweight, recycled woven fabric body
- · Anti-odor technology brief liner
- · Split leg for increased mobility
- · Interior pocket at front left hip
- · Exterior secure key pocket

FABRIC TECH: 100% Recycled Polyester

SIZES SM-XI

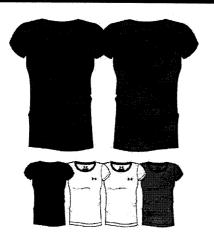
	, , ,		
	BODY/LOGO	FIRST SHIP	UAST SHIP AR
235†	Bureau/Jade River	12/25/2010	
019	Charchal/People	12/25/2014	6/15/2011

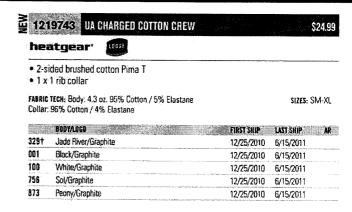
new coleways for carryover apparel in SPRING 2011.

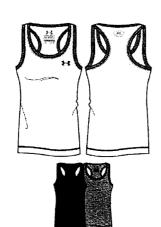


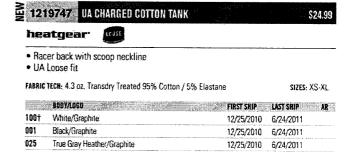
Nearly two decades of searching the universe brought us to this. We took the Earth's most comfortable cotton and charged it with Under Armour's moisture-wicking technology. The result is the World's First True Performance Cotton T-Shirt. Go hard enough and the moisture transport channels show you the fabric is wicking to keep you cool, dry and light. At the end of a workout, your shirt is dry.

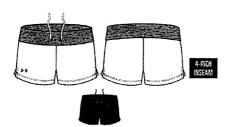
MOTHER NATURE MADE IT. WE MADE IT BETTER.











121	6823 UA CHARGED COTTON 4" SH	ORT	\$27.99
he	atgear (665)		
	dover rib waistband with drawstring irior locker		
FABRIC	TECH: 5.8 oz. Transdry Treated 95% Cotton / 5	% Elastane	SIZES: XS-XL
	BODYAGEG	FIRST SHIP	LAST SHIP AR
100†	White/True Gray Heather/Graphite	12/25/2010	B/24/2011
nnı	Black/Black/Graphite	12/25/2010	6/24/2011













\$24.99

heatgear' And

- Spun poly with soft, comfortable hand
 Flatlock stitching
- Tonal spot front print

FABRIC TECH: 94% Polyester / 6% Elastane

SIZES: SM-XL

		****	LAST SHIP A
873†	Peony/Bureau	12/25/2010	6/15/2011
090	Carbon Heather/Black	12/25/2010	6/15/2011
100	White/Charcoal	12/25/2010	6/15/2011
104	Indigo/Sol	12/25/2010	6/15/2011

·			
1210827 UA	TECH" SHORTSLEEV	T.	\$19.99
heatgear	(50SE		

- · Updated style and fit
- Feminine, cross-over v-neck
- Longer body length
 Raglan sleeve construction
- Anti-odor technology
- Flatlock stitching
 Spun poly with soft, comfortable hand

FABRIC TECH: 94% Polyester / 6% Elastane

SIZES: XS-XL

493† 🛊	Pool Blue/Sol	12/25/2010	6/24/2011
001	Black/Silver	C/O	6/24/2011
100	White/Silver	C/O	6/24/2011
025	True Gray Heather/Black	C/O	6/24/2011
330 🍁	Jade River/White	12/25/2010	6/24/2011
756 🛊	Sol/Indigo	12/25/2010	6/24/2011
873 🛊	Peony/Bureau	12/25/2010	6/24/2011

1210828	UA TECH " SLEEVELESS T	\$19.99
1210829	UA TECH " LONGSLEEVE T	\$24.99

heatgear



- Updated style and fit
- Anti-ador technology
- Feminine cross-over v-neck
- Flatlock stitching
- · Longer body length
- · Spun poly with soft, comfortable hand
- Ragian sleeve construction (1210829 only)

FABRIC TECH: 94% Polyester / 6% Elastane

SIZES: XS-XL

100†	White/Silver (1210828)	C/C	6/24/2011
001	Black/Silver (1210828)	C/O	6/24/2011
025	True Gray Heather/Black (1210928)	C/0	6/24/2011
025†	True Gray Heather/Black (1210829)	C/0	6/24/2011
001	Black/Silver (1210829)	C/O	6/24/2011
100	White/Silver (1210829)	C/O	6/24/2011

023	True Gray Heather/Brack (1210828)	ŲŲ	6/24/2011
025†	True Gray Heather/Black (1210829)	C/O	6/24/2011
001	Black/Silver (1210829)	C/C	6/24/2011
100	White/Silver (1210829)	C/O	6/24/2011

heatgear[,]



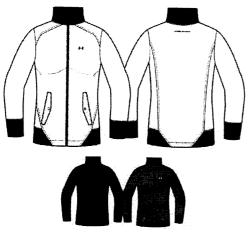
- Updated style and fit
- Side notch
- UA Logo foldover elastic waistband
- Spun poly with soft, comfortable hand

FABRIC TECH: 94% Polyester / 6% Elastane

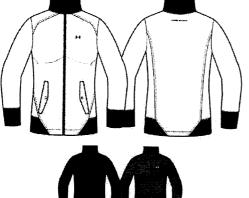
SIZES: XS-XL

\$21,99

	BODY/MISET/ADGO	FIRST SHIP	LAST SHIP AT
001†	Black/Silver	C/O	6/24/2011
025	True Gray Heather/Black	C/O	6/24/2011









- Wind/water resistant shell with DWR finish
- Snap-secure handpockets
- Super soft interior provides a versatile, lightweight performance layer

FABRIC TECH: Body: 100% Polyester Rib: 92% Polyester / 8% Elastane

SIZES: SM-XL

\$79.99

	BODY/INSET/Logo	FIRST SHIP LAST SHIP AR
100†	White/Charcoal/Jade River	12/25/2010 6/15/2011
019	Charcoal/Charcoal/Peony	12/25/2010 6/15/2011
493	Pool Blue/Charcoal/Sol	12/25/2010 6/15/2011

1216013 80/20 JACKET II

\$89,99

allseasongear



- Full-stretch fabric
- Zip-secured hand pockets
- Cuff tab adjustment
- Longer length

FABRIC TECH: 49% Nylon / 43% Polyester / 8% Elastane

SIZES: SM-XI

	BODY/INSET/LOGO	FIRST SHIP	LAST SHIP AR
019†	Charcoal/Peony/Peony	12/25/2010	6/15/2011
329	Jade River/White/White	12/25/2010	6/15/2011







1209627 ARCHEAN SOFTSHELL II

coldgear[.]



- 2-layer durable softshell fabric
- · Secure hand and arm pockets
- Bottom hem cinch
- Molded cuff tab adjustments

FABRIC TECH: 88% Polyester / 12% Elastane

SIZES: SM-XL

\$129.99

***************************************	BOOY/INSETADGO	FIRST SHIF	P LAST SHIP AR
001†	Black/Pacific/Pacific	C/0	6/24/2011



\$99.99

- ArmourStorm® waterproof/breathable technology
- Rated at 10,000mm/10,000g
- Fully taped
- Pit venting
- · Bottom hem cinch
- · Full-time hood
- Longer length

FABRIC TECH: 100% Polyester

	BODYANSETAGGO	FIRST SHIP	LAST SHIP AD
756†	Sol/Indigo/Indigo	12/25/2010	6/24/2011
035	Steel/Peony/Peony	12/25/2010	6/24/2011



SUPER-LIGHTWEIGHT LAYERING FOR COOLER TEMPERATURES AND HIGHER ACTIVITY LEVELS



BASE

HIGHLY VERSATILE MID-WEIGHT LAYERING FOR COLDER CONDITIONS AND A VARIETY OF ACTIVITY LEVELS



MAXIMUM WARMTH FOR EXTREME COLD CONDITIONS AND LOWER ACTIVITY LEVELS



0/0

0/0

0/0

warmer than the competition

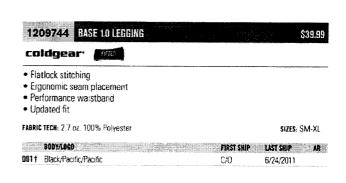
lighter than the competition

drier than the competition

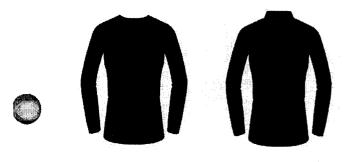




\$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$39.99 ### \$3







	583 0700000		Sixter St.		
209710	BASE 2.0	CREW			\$49.99
209711	DACE OF	1/. 7ID			654.00
209111	DAGE Z.U	74 LIF			\$54.99

coldgear me

- Flatlock stitching
- · Ergonomic seam placement
- Thumb holes
- Longer length/updated fit
- Raglan sleeve construction
- ¼ zip offers on-the-go ventilation (1209711 only)

FABRIC TECH: 4.5 oz. 93% Polyester / 7% Elastane

SIZES: SM-XL

	BODY/INSET/LOGO	FIRST SHIP	LAST SHIP AR
001†	Black/Pacific/Pacific (1209710)	.C/0	6/24/2011
001†	Black/Pacific/Pacific (1209711)	C/O	6/24/2011



	r.a.a. (prositi	 	-	
1209753 HAS	E 2.0 LEGGIN			\$49.99
coldoear	AMED			

- Flatlock stitching
- Ergonomic seam placement
- Performance waistband
- Updated fit

FABRIC TECH: 4.5 oz. 93% Polyester / 7% Elastane

SIZES: SM-XL

BORY/LOGO	FIRST SHIP	LAST SHIP A	W)
001† Black/Pacific/Pacific	C/O	6/24/2011	



1209713	BASE 3.0 CREW		ege us	\$69.99
1210723	BASE 3.0 1/4 ZIP	A SECTOR OF THE		\$74.99

coldgear and

- · Flatlock stitching
- Ergonomic seam placement
- Thumb holes
- Longer length/updated fit
- Raglan sleeve construction.
- ¼ zip offers on-the-go ventilation (1210723 only)

FABRIC TECH: 7.0 oz.:95% Polyester / 5% Elastane

SIZES: SM-XL

BODYADEO	FIRST SHIP	LAST SHIP AR
001† Black/Pacific/Pacific (1209713)	C/0	6/24/2011
001† Black/Pacific/Pacific (1210723)	C/O	6/24/2011



001† Black/Pacific/Pacific (1210723)		C/O	6/24/2011
	 		Market on the season of the color and the co

coldgear	FIRE

1209755 BASE 3.0 LEGGING

- Flatlock stitching
- Ergonomic seam placement
- Performance waistband
- Updated fit

FABRIC TECH: 7.0 oz. 95% Polyester / 5% Elastane

SIZES: SM-XL

\$69.99

BODY/LOGO	FIRST SHIP	LAST SNIP AR
001† Black/Pacific/Pacific	C/O	6/24/2011





MAPPED MID / LIGHTWEIGHT LAYERING FOR COLDER CONDITIONS AND HIGHER ACTIVITY LEVELS

UA BASE" 2.0 FABRICATION AROUND THE CORE FOR ADDED WARMTH / UA BASE" 1.0 FABRICATION ON EXTREMITIES FOR ENHANCED MOBILITY AND STREAMLINED FEEL.

UNDER ARMOUR'S PROPRIETARY COLDGEAR THERMAL GRID BASE LAYER FABRICS ARE CONSTRUCTED WITH A NETWORK OF GRID CHANNELS THAT TRAP MORE AIR USING LESS YARN. THIS MAKES THEM INCREDIBLY LIGHT-WEIGHT AND QUICK-DRYING WHILE KEEPING YOUR CORE TEMPERATURE REGULATED. **ENABLING MAXIMUM PERFORMANCE IN A** VARIETY OF CONDITIONS.



1214381 BASEMAP 15 CREW

\$59.99

coldgear and



- UA Base 2.0 fabric sits closer to your torso keeps your core warmer
- . Lightweight UA Base 1.0 fabric under arms dumps heat to enhance comfort and mobility
- · Flatlock stitching
- Raglan construction
- Ergonomic seam placement
- · Longer length

FABRIC TECH: 4.5 oz. 93% Polyester / 7% Elastane

SIZES: SM-XL



1204402 BASEMAP 15 LEGGING

\$59.99

coldgear 100



- UA Base 2.0 fabric sits closer to your torso to keep your core warmer
- . Lightweight UA Base 1.0 fabric in lower legs dumps heat to enhance comfort and mobility
- Flatlock stitching
- Ergonomic seam placement

FABRIC TECH: 4.5 cz. 93% Polyester / 7% Elastane

	BODY/INSET/STITCHING/LOGO	FIRST SHIP	LAST SHIP AR
001†	Black/Charcoel/Pink/Charcoal	C/O	6/24/2011

MAPPED EXTREME / MID WEIGHT LAYERING FOR COLDER CONDITIONS AND HIGHER ACTIVITY LEVELS

UA BASE" 3.0 FABRICATION AROUND THE CORE FOR ADDED WARMTH / UA BASE" 2.0 FABRICATION ON EXTREMITIES FOR ENHANCED MOBILITY AND STREAMLINED FEEL.

UNDER ARMOUR'S PROPRIETARY COLDGEAR THERMAL GRID BASE LAYER FABRICS ARE CONSTRUCTED WITH A NETWORK OF GRID CHANNELS THAT TRAP MORE AIR USING LESS YARN. THIS MAKES THEM INCREDIBLY LIGHT-WEIGHT AND QUICK-DRYING WHILE KEEPING YOUR CORE TEMPERATURE REGULATED, **ENABLING MAXIMUM PERFORMANCE IN A** VARIETY OF CONDITIONS.



1210357 BASEMAP 2.5 CREW

\$79.99

coldgear and



- UA Base 3.0 fabric closer to your torso keeps your core warmer
- · Lightweight UA Base 2.0 fabric under arms dumps excess heat to enhance comfort and mobility
- · Flatlock stitching
- · Raglan sleeve construction
- Ergonomic seam placement
- Longer length

FABRIC TECH: 7.0 oz. 93% Polyester / 7% Elastane

SIZES: SM-XL

001†	Black/Charcoal/Pacific/Pacific	C/O	6/24/2011	0.61040
	BODY/INSET/STITCHING/LOGO	FIRST SHIP	LAST SHIP	AR



1210359 BASEMAP 25 LEGGING

\$79.99

coldgear mo



- UA Base 3.0 fabric closer to your torso keeps your core warmer
- UA Base 2.0 fabric in lower legs dumps heat to enhance comfort and mobility
- · Flatlock stitching
- · Ergonomic seam placement

FABRIC TECH: 7.0 oz. 93% Polyester / 7% Elastane

001†		FIRST SHIP C/O	6/24/2011	an also
	Black/Charcoal/Pacific/Pacific	C/O	6/24/2011	



1210360 UA EVO COLOGEAR" MOCK

\$49.99

coldgear ma

- ColdGear® fabric transports moisture to keep you dry and traps heat to keep you warm
- · New fabric feels softer next to skin
- · Ultra-brushed interior traps more warmth
- Flatlock stitching

FABRIC TECH: 89% Polyester / 11% Elastane

SIZES: SM-XL

BODY/LOGO FREST SHIP LAST SHIP AR				
001†	Black/Graphite	C/O	6/24/2011	
100	White/Graphite	C/O	8/24/2011	



1210361 UA EVO COLDGEAR' TIGHT

\$49.99

coldgear and

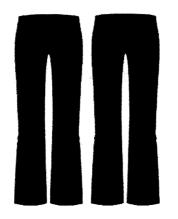


- ColdGear® fabric transports moisture to keep you dry and traps heat to keep you warm
- · New fabric feels softer next to skin
- Ultra-brushed interior traps more warmth
- · Flatlock stitching

FABRIC TECH: 7.09 oz. 89% Polyester / 11% Elastane

SIZES: SM-XL

	PODY/LOGO	FIRST SHIP	LAST SHIP AR
001†	Black/Graphite	C/O	6/24/2011



1210926 UA EVO COLOGEAR PANT

\$59.99

coldgear ma



- EVO ColdGear® fabric transports moisture to keep you dry and traps heat to keep you warm-
- · Warmth without the squeeze
- · New fabric feels softer next to skin
- · Ultra-brushed interior traps more warmth
- · Flatlock stitching
- · Performance waistband
- · Hidden key pocket on waistband

FABRIC TECH: 7.09 oz. 89% Polyester / 11% Elastane





1201259	IIA HEATGEAR	" SHORTSLEEVE T

\$24.99

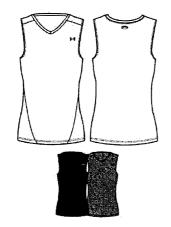
heatgear prod

- · Updated ergonomic compression fit
- Superior moisture transport
- Evaporative cooling UPF 30+
- Anti-odor technology

FABRIC TECH: 5 oz. Cationic 82% Polyester / 18% Elastane

SIZES: SM-XL

	BODY/LOGO	FIRST SHIP	LAST SRIP, AR
080†	Medium Gray Heather/White	C/O	6/24/2011
001	Black/White	C/O	6/24/2011
100	White/Black	C/D	6/24/2011



1201262 UA HEATGEAR* SLEEVELESS T	i i i jako jedinako i i sun bakar	\$24.99
heatgear (conf		

- · Updated ergonomic compression fit
- Superior moisture transport
- Evaporative cooling UPF 30+
- Anti-odor technology

FABRIC TECH: 5 oz. Cationic 82% Polyester / 18% Elastane

SIZES: SM-XL

	BODY/LOCO	FIRST SHIP	' LAST SHIP AR
100†	White/Black	C/O	6/24/2011
001	Black/White	C/0	6/24/2011
080	Medium Gray Heather/White	C/O	6/24/2011



1201267	HA	HEA	TREA	200	m	in ci	FFVF	Ŧ
1201201	5.35	***	, ur		1	HUUL		ď

\$34.99

heatgear page



- Updated ergonomic compression fit
 Superior moisture transport
 Evaporative cooling

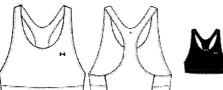
- UPF 30+
- · Anti-odor technology

FABRIC TECH: 82% Polyester / 18% Elastane

SIZES: SM-XL

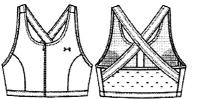
	BODY/LOGO	FIRST SHIP	LAST SHIP AR
001†	Black/White	C/D	5/24/2011
080	Medium Gray Heather/White	C/O	6/24/2011
100	White/Black	C/O	6/24/2011

WOMEN'S UNDERWEAR

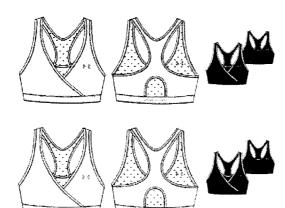














- A/B support
- For mid-impact workouts: light cardio, strength training
 Double-layer HeatGear®
- · Premium moisture transport

FABRIC TECH: 5.3 oz. 80% Polyester / 20% Elastane

SIZES: XS-XXL

	BOOY/LOSO	FIRST SHIP	LAST SHIP AR
1001	White/Black	C/0	6/24/2011
001	Black/White	C/0	6/24/2011

55.0 T 5 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C 1 M C		***************************************	
1001174	ENDURE C		\$44.99
1001175	ENDURE D		\$44.99

heatgear pad

- Outstanding HeatGear® moisture transport
- Superior motion control
- · Advanced cup support system
- Cross-anchored construction
 Wide padded straps
- Comfy bust band
- Front zip with anti-chafe construction (1001175 only)

FABRIC TECH: 5.3 oz. 81% Polyester / 19% Elastane

SIZES: SM-XL

	BODYABGO	FIRST SHI	P LAST SHIP AR
100†	White/Black (1001174)	C/0	6/24/2011
001	Black/White (1901174)	C/0	6/24/2011
100†	White/Black (1001175)	C /0	6/24/2011
001	Black/White (1001175)	C/0	6/24/2011

45 * 5 1 \$ 24 #24 \$ 5 6 6 6 7 7 7 8 7 4 7 4 7 4 7 4 7 4 7 4 7 4 7 4		 	
1210861	UA DUPLICITY A/B		\$39.99
******	UA BUBLIOITU A		*
IZUBBIO	UA DUPLICITY C		539.99

heatgear Des

- A/B or C support
- · For mid-impact workouts: light cardio, strength training
- Double panel UA HeatGear® mesh interior panel
- Reversible

FABRIC TECH: Body: 80% Nylon / 20% Elastane; Mesh: 92% Nylon / 8% Elastane

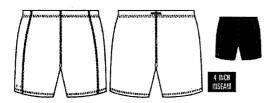
SIZES: XS-XXL

	BODY/LBGO	FIRST SHE	P LAST SHIP AR
100†	White/White/Silver (1210861)	C/O	6/24/2011
001	Black/Black/White/Silver (1210861)	C/0	6/24/2011
100†	White/White/White/Silver (1209516)	C/0	6/24/2011
001	6lack/Black/White/Silver (1209516)	C/0	6/24/2011

36







1001123	UA SHORTY ULTRA 2" COMPRESSION SHORT	\$24.99
1001126	UA ULTRA 4" COMPRESSION SHORT	\$24.99

heatgear'

· Low-rise cut · Flatlock stitching

FABRIC TECH: 7 oz. 85% Nylon / 15% Elastane

SIZES: XS-XXL

	BODY/LOGO	FIRST SHIP	LAST SHIP AR
001†	Black/Silver (1001123)	C/0	6/24/2011
100	White/Silver (1001123)	C/Q	6/24/2011
1001	White/Silver (1001126)	C/0	6/24/2011
001	Black/Silver (1001126)	C/O	6/24/2011





1001954		\$29.99
1203880	ACTIVE UNITE	\$39.99

heatgear box

- A/B support
 Seamless, abrasion-free construction
- · Soft, moisture-wicking, ultra-stretch fabric for maximum support
- Adjustable straps and scooped neck (1001954 only)
 Inside shelf bra for additional support (1203880 only)

FABRIC TECH: 92% Nylon / 8% Elastane

SIZES: SM-XL

001†	Black/Silver (1001954)	C/O	6/24/2011
080	Medium Gray Heather/Silver (1001954)	C/0	6/24/2011
100	White/Silver (1001954)	C/0	6/24/2011
100†	White/Silver (1203880)	C/0	6/24/2011
001	Black/Silver (1203880)	C/0	6/24/2011
080	Medium Gray Heather/Silver (1203880)	C/O	6/24/2011



1001956 ACTIVE HIPSTER

\$19.99

• Seamless, abrasion-free construction

· Soft, moisture-wicking, ultra-stretch fabric for maximum comfort

FABRIC TECH: 92% Nylon / 8% Elastane

SIZES: SM-XL

080† Me	dium Gray Heather/Silver	C/O	6/24/2011
001 Bla	ck/Silver	C/O	6/24/2011
100 Wh	ite/Silver	C/O	6/24/2011



1001959 ACTIVE BOY SHORT

\$19.99

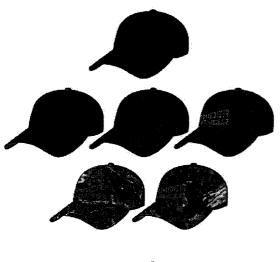
heatgear pag

- · Seamless, abrasion-free construction
- · Soft, moisture-wicking, ultra-stretch fabric for maximum comfort
- Low-rise

FABRIC TECH: 92% Nylon / 8% Elastane

SIZES: SM-XL

	BODY/LOGO	FIRST SHIF	LAST SHIP AR
100†	White/Silver	C/O	6/24/2011
001	Black/Silver	C/O	6/24/2011
080	Medium Gray Heather/Silver	C/O	6/24/2011







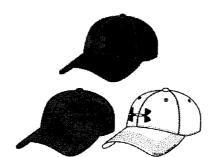
heatgear^a

- Under Armour* wordmark in raised embroidery on front panels
- UA logo embroidered on back

FABRIC TECH: 100% Polyester

SIZES: M/L and L/XL

	PRIMARY/SECONDARY/LOCO	FIRST SHIP	LAST SHIP AR
308†	Riffe Green/Black/Black	12/25/2010	6/24/2011
241	Timber/Black/Black	12/25/2010	6/24/2011
251	Bayou/Dark Navy Blue/Dark Navy Blue	12/25/2010	6/24/2011
465	Dark Navy Blue/Desert Sand/Desert Sand	12/25/2010	6/24/2011
340	Real Tree AP/Hunter Orange	12/25/2010	6/24/2011
920	Mossy Oak Break Up Infinity/Hunter Orange	12/25/2010	6/24/2011



1219887 MEN'S CARIN STREET HAR

heatgear[,]

- HeatGear® sweatband
- Topographic print inside front logo
 Screenprint topographic print on undervisor

FABRIC TECH: 100% Polyester / Dobby Knit

SIZES: M/L and L/XL

	PRIMARY/SECONDARY/LOGO	FIRST SHIP LAST SHIP AR	
001†	Black/Graphite/Desert Sky	12/25/2010 6/24/2011	
035	Steel/Desert Sky/Bengal	12/25/2010 6/24/2011	
100	White/Black/Dill	12/25/2010 6/24/2011	



1219838 MEN'S SIDELINE ADJUSTABLE CAP.

heatgear^{*}

- HeatGear[®] sweatband
- Custom Under Armour® adjustable slide closure
- · Flat embroidered logo on left panel
- UA logo embroidered on rear strap

FABRIC TECH: 100% Polyester Twill

SIZES: OSFA

	PRIMARY/SECONDARY/LOGO	FIRST SHIP LAST SHIP	AR
0011	Black/Oili/Black	12/25/2010 6/24/2011	
035	Steel/Homet/Steel	12/25/2010 6/24/2011	
354	Dill/Hornet/Dill	12/25/2010 6/15/2011	
761	Homet/Desert Sky/Homet	12/25/2010 6/15/2011	





1219839 MENS SOUD ECHO CAP 1221100 MEN'S CAMO ECHO CAP

heatgear[,]

- HeatGear® sweatband
- · High crown, flat visor, true fitted
- UA logo in raised embroidery, in contrast colors

FABRIC TECH: 100% Polyester

SIZES: 67/8-8

	PRIMARY/LOGG	FIRST SHIP	LAST SHIP AR
001†	Black/Desert Sky	12/25/2010	6/24/2011
035	Steel/Hornet	12/25/2010	6/24/2011
354	Dill/Bengal	12/25/2010	6/15/2011
761	Homet/Desert Sky	12/25/2010	6/15/2011
340	Real Tree AP/Hunter Orange	12/25/2010	6/24/2011
920	Mossy Oak Break Up Infinity/Hunter Orange	12/25/2010	6/24/2011





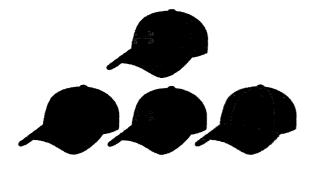
heatgear

- HeatGear® sweatband
- · Yarn dyed plaid
- UA logo in 3D embroidery on front
- · UA logo in flat embroidery on back strap

FABRIC TECH: 100% Polyester Yarn

SIZES: OSFA

	PRIMARY/SECONDARY/LOG8	FIRST SHIP LAST SHIP A	ıR
001†	Black/Charcoal/Acadia	12/25/2010 6/25/2011	
019	Charcoal/Steel/Dark Orange	12/25/2010 6/25/2011	



1219886 MEN'S EVOLUTION STRETCH FT CAP

heatgear

- HeatGear® sweatband
- UA logo in 3D embroidery on front
- UA logo in flat embroidery on back
 Bending Aspens screenprint on undervisor

FABRIC TECH: 100% Polyester Twill

SIZES: M/L and L/XL

	PRIMARY//LOGO	FIRST SHIP	LAST SHIP AR
251†	Bayou/Dune	12/25/2010	6/25/2011
019	Charcoal/Black	12/25/2010	6/25/2011
447	Acadia/Dark Orange	12/25/2010	6/25/2011
465	Dark Navy/Acadia	12/25/2010	6/25/2011





≧ 1218	IORS WII	MERS CR	SP AN IIIS	TARIF CAR	319.99
岁 1210	UW COU	MENO PU	or allug	INDER CONT.	\$19.99

heatgear

- HeatGear® sweatband

- Adjustable hat
 Topographic print on front
 Small UA logo embroidered in bottom left of front panels

FABRIC TECH: 100% Polyester

SIZES: OSFA

	PRIMARYALOGO	FIRST SHIP LAST SHIP AR
001†	Black/Charcoal	12/25/2010 6/24/2011
329	Jade River/White	12/25/2010 6/15/2011
404	Indigo/Sol	12/25/2010 6/15/2011
650	Fink/Charcoal	12/25/2010 6/15/2011



3	1218089								
	1221104	We.	SEEK I	amo f	resh P	OWDER	UUUSTABL	CAP 323.9	3

heatgear'

- HeatGear® sweatband
- Under Armour® wordmark embroidered on front

FABRIC TECH: 100% Polyester

SIZES: OSFA

493†	Pool Blue/Sol	12/25/2010	6/15/2011
001	Black/Charcoal	12/25/2010	6/24/2011
119	Charcoal/Peony	12/25/2010	6/24/2011
873	Peony/Timber	12/25/2010	6/15/2011
340	Real Tree AP/True Pink	12/25/2010	6/24/2011
920	Mossy Oak Break Up Infinity/True Pink	12/25/2010	6/24/2011



1219840 WOMEN'S SOUR VERSA MILITARY CAP \$2198 1221106 WOMEN'S CAMO VERSA MILITARY CAP \$26.98

heatgear

- Military style
- Hair-safe hook and loop adjustable closure
 HeatGear® sweatband
- · Small UA logo embroidered on bottom left corner of front panels

FABRIC TECH: 100% Polyester

SIZES: OSFA

019†	Charcoal/Pink	12/25/2010	6/24/2011
001	Black/Charcoal	12/25/2010	6/24/2011
493	Pool Blue/Sol	12/25/2010	6/15/2011
373	Peany/Brown	12/25/2010	6/15/2011
340	Real Tree AP/True Pink	12/25/2010	6/24/2011
920	Mossy Oak Break Up Infinity/True Pink	12/25/2010	6/24/2011



MOUNTAIN





UA4586 MEN'S HITCH LITE CUSHION BOOT

- Signature moisture transport wicks moisture, accelerates evaporation
- ArmourBlock® helps prevent growth of odor causing bacteria in the sock
- Stategic cushion provides shock protection and space compensation
- Embedded arch support reduces foot fatigue, bolsters circulation
- True seamless toe handlinked for ultimate comfort
- Contoured "Y" heel for comfort and perfect fit
- Flex zone prevents bunching
- · Sizing indicator knit into sock

SIZES MO 10

coldgear

FABRIC TECH: 55% Acrylic / 30% Merino Wool / 13% Nylon / 2% Spandex

COLORS: Black/Blast, Sage/Blast

SINGLE PAIR

UA4661 MEN'S HITCH HEAVY CUSHION BOOT

360

coldgear

- · Signature moisture transport wicks moisture, accelerates evaporation
- ArmourBlock® helps prevent growth of odor causing bacteria in the sock
- Fully cushioned throughout footbed and leg provides maximum protection, comfort and warmth
- · Embedded arch support reduces foot fatigue, bolsters circulation
- True seamless toe handlinked for ultimate comfort
- . Contoured "Y" heel for comfort and perfect fit
- Flex zone prevents bunching
- Sizing indicator knit into sock

SIZES: MD 16

FABRIC TECH: 55% Acrylic / 30% Mering Wool / 13% Nylon / 2% Spandex

COLORS: Black/Gray, Sage/Gray

SINGLE PAIR

UA4491 MEN'S MIDWEIGHT BOOT

35

allseasongear

- Signature moisture transport wicks moisture, accelerates evaporation
- ArmourBlock® helps prevent growth of odor causing bacteria in the sock
- Embedded arch support reduces foot fatigue, bolsters circulation
- True seamless toe handlinked for ultimate comfort
- . Contoured "Y" heel for comfort and perfect fit
- * Full cushioning provides shock protection and space compensation inside of shoe
- Armour® Stretch offers 4-way stretch for comfort and perfect fit.
- Constructed with Thermo Cool light weight temperature regulating fiber that keeps feet dry and comfortable

SIZES: MD, LG

FABRIC TECH: 50% Acrylic / 20% Merino Wool / 15% Polyester / 13% Nylon / 2% Spandex

colors: Black, Hearthstone

SINGLE PAIR













UA3425 MEN'S ALLSEASONGEAR® SOLO

aliseasongear

- · Cushion footbed for maximum shock absorption and protection
- · Fully reciprocated toe and heel construction with flat toe seam for perfect fit
- · Embedded arch support reduces foot fatigue, bolsters circulation

FABRIC TECH: 88% Polyester / 11% Nylon / 1% Spandex

colors: White, Black

FOUR PAIR

UA3266 MEN'S ALLSEASUNGEAR NO SHOW

allseasongear

- . Cushion footbed for maximum shock absorption and protection
- · Fully reciprocated toe and heel construction with flat toe seam for perfect fit
- Embedded arch support reduces foot fatigue, bolsters circulation
- Built-in vent channels to maximize ventilation

SIZES: MO, LG, XL

FABRIC TECH: 88% Polyester / 11% Nylon / 1% Spandex

colors: White, Black

FOUR PAIR

UA3271 MEN'S ALLSEASONGEARS LO COT

allseasongear

- . Cushion footbed for maximum shock absorption and protection
- · Fully reciprocated toe and heel construction with flat toe seam for perfect fit
- Embedded arch support reduces foot fatigue, bolsters circulation
- · Built-in vent channels to maximize ventilation

SIZES: MD, LG, XL

FABRIC TECH: 88% Polyester / 11% Nylon / 1% Spandex

colors: White, Black

FOUR PAIR

UA3274 MEN'S ALLSEASONGEAR CREW

allseasongear

- · Cushion footbed for maximum shock absorption and protection
- · Fully reciprocated toe and heel construction with flat toe seam for perfect fit
- · Embedded arch support reduces foot fatigue, bolsters circulation
- . Built-in vent channels to maximize ventilation

SIZES: MD, LG, XL

FABRIC TECH: 88% Polyester / 11% Nylon / 1% Spandex

colors: White, Black

FRUR PAIR







allseasongear

- · Signature moisture transport wicks moisture, accelerates evaporation
- ArmourBlock® helps prevent growth of odor causing bacteria
- Embedded arch support reduces foot fatigue, bolsters circulation
- · Armour® Stretch offers 4-way stretch for comfort and perfect fit
- · Strategic ventilation wicks moisture and accelerates evaporation
- Strategic cushioning provides shock protection and space compensation inside of boot
- True seamless toe handlinked for ultimate comfort

SIZES: MD, LG

FABRIC TECH: 50% Acrylic / 20% Merino Wool / 15% Polyester / 13% Nylon / 2% Spandex

COLORS: Hearthstone/Peony, Charcoal/Jade River

SINGLE PAIR





UA3052 WOMEN'S PATAPSED NO SHOW

allseasongear

- · Signature moisture transport wicks moisture, accelerates evaporation
- · ArmourBlock® helps prevent growth of odor causing bacteria
- Embedded arch support reduces foot fatigue, bolsters circulation
- Armour® Stretch offers 4-way stretch for comfort and perfect fit
- · Strategic ventilation wicks moisture and accelerates evaporation
- Strategic cushioning provides shock protection and space compensation inside of boot
- · True seamless toe handlinked for ultimate comfort

FABRIC TECH: 50% Acrylic / 20% Merino Wool / 15% Polyester / 13% Nylon / 2% Spandex

colors: Hearthstone/Peony, Charcoal/Jade River

SINGLE PAIR



UA3230 WOMEN'S HEATGEAR® NO SHOW CUSHION

heatgear

- · Full cushion footbed for maximum shock absorption and protection
- · Fully reciprocated toe and heel construction with flat toe seam for perfect fit
- Mesh top for maximum ventilation

SIZES: MO

FABRIC TECH: 88% Polyester / 11% Nylon / 1% Spandex

colors: White, Assorted (2 Pink / 2 Sky Blue)

FOUR PAIR





UA3232 WOMEN'S HEADEEAR'S LO CUT CUSHION

heatgear'

- · Full cushion footbed for maximum shock absorption and protection
- · Fully reciprocated toe and heel construction with flat toe seam for perfect fit
- Mesh top for maximum ventilation

SIZES: MD

FABRIC TECH: 88% Polyester / 11% Nylon / 1% Spandex

colors: White, Assorted (2 Pink / 2 Sky Blue)

FOUR PAIR



UA3110 WOMER'S HEATERARY NO SHOW LINER

heatgear

- Flat knit footbed allows maximum feel
- · Fully reciprocated toe and heel construction with flat toe seam for perfect fit
- Mesh top for maximum ventilation

SIZES: MI

FABRIC TECH: 88% Polyester / 11% Nylon / 1% Spandex

colors: White, Assorted (2 Pink / 2 Sky Blue)

FOUR PAIR



UA3109 WOMEN'S HEATEEAR? LO CUT LINER

heatgear

- Flat knit footbed allows maximum feel
- Fully reciprocated toe and heal construction with flat toe seam for perfect fit
- Mesh top for maximum ventilation

SIZES: MD

FABRIC TECH: 88% Polyester / 11% Nylon / 1% Spandex

colors: White, Assorted (2 Pink / 2 Sky Blue)

FOUR PAIR





3(49)

allseasongear

- Cushion footbed for maximum shock absorption and protection
- Fully reciprocated toe and heel construction with flat toe seam for perfect fit
- Embedded arch support reduces foot fatigue, bolsters circulation

SIZES: YLG

FABRIC TECH: 88% Polyester / 11% Nylon / 1% Spandex

COLORS: White, Black

FOUR PAIR



UA2266 YOUTH ALISEASONS EARS NO SHOW

allseasongear

- Cushion footbed for maximum shock absorption and protection
- Fully reciprocated toe and heel construction with flat toe seam for perfect fit
- Knit-in arch support reduces foot fatigue while increasing blood circulation
- Built-in vent channels to maximize ventilation

SIZES: YLG

FABRIC TECH: 88% Polyester / 11% Nylon / 1% Spandex

colors: White, Black

FOUR PAIR



UA2271 VOUTH ALLSEASONGEAR® LO DUT

allseasongear

- · Cushion footbed for maximum shock absorption and protection
- Fully reciprocated toe and heel construction with flat toe seam for perfect fit
- Knit-in arch support reduces foot fatigue while increasing blood circulation
- · Built-in vent channels to maximize ventilation

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COLORS: White, Black

FOUR PAIR





MOUNTAIN STYLE INDEX

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Declaration of Kevin Haley

Exhibit 4

HEAD TO HEAD: WARRICK VS. VICK

GOLDBERG & THE ROCK: JOCKS?



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FNF (Fastest Human Formula)

Take top 100-mater time, add equars root of number of drug tests passed Multiply by times oxight stassing (or caught from behind by instanciars).

1. Peter Warrick, 1.86; 2. Jacob Ousses, 2.37; 3. Mouries Gresse, 5.85; 4. Thet gay from Kerys, 10.86; 5. Andrews Janes, 21.57

WCI (Worst Concussion Index)

Divide force of brein-skull impact by tackler's weight. Subtract one point per odd public rent. Multiply by sibling names received. Subtract cube root of coment.

1. Chris Weisles, S.69; E. Stewe Young, S.81; 3. Chris Miller, 6.83;

4. Troy Alloman, 11.71; 5. That guy frees Kenye, 35.60

ASPPRI (Absolutely Splendiferous Premier Psyllist Rankingl)

Divide winning percentage by number of knockdowns. Multiply by number of punches lended. Subtrect number of minutes required to enter ring (or panels) bod. Open cash-filled envelope. Do whetaver Don King says.

1. Babby Boseden, 3.83; E. Stutemmend Ali, 4.67; 3. Prince Research Herned, 8.81; 4. Miesthew Bernelsy, 10.69; 5. Lalie Ali, 30.89

BAM (Body Art Metrix)

Divide number of colors by square inches covered. Add three points per personal reference; two for each word misspelled. Subtract one point for every historical figure, 10 for oppressed minorities. Add 71 points per elsem marriage.

1. Jerry Johnson's "Sessinole," R.23; E. Mills Tyson's "Malcolin X,"

3.54; 3. Marcuse Careby's "Mr. Camby," E.21; 4. Desson Stoudsenive's "Milghey Mouse," 7.78; 8. "Recisee.," 71.11

SMIN (Sports Movie Impact Busticut)

Divide U.S. gross by number of quotable lines. Subtract one point if film stars Wesley and Woody; add two for Costner. Divide by number of times prison quards are hit in crotch (or number of scenes with cherecter named "Pops").

1. The Longaes Yard, * 0.32; 2. Honestern, 0.77; 3. Wildeste, 8.4;
4. Bull Durham, 6.3; 5. The Besistated Disries, 18.5

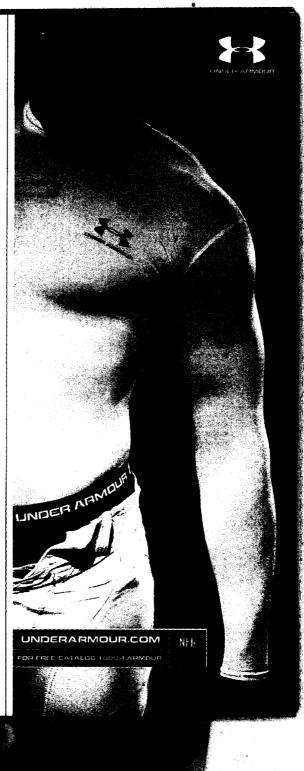
SV (Seet Vagetable)

Multiply number of roots by price per pound at organic food store. Add three points if a tuber. Divide by number of grems of carbs in sight-ounce serving. Fector in strength of solvedule. Steam and snjoy.

1. Aruguta, 5.84; 2. Year, 7.07; 3. (ta) Planks St., Breccoll, 9.31

*Starring Burt Reynolds, FBU alum

Jeeon Williams' jersey is No. 1 seller among active NBA players . . .



SOONERS' HYPE

MIND GAMES: J.R. RIDER, RICK

SHEA RALPH

E B E MARSHA FAULK

(BUT EDDIE GEORGE AIN'T BAD EITHER



The Magazine

11 2000





HIGH HOPES

A-Rod isn't the only free agent shortstop with a big dream. Soon to be ex-'Stro Tim Bogar has some demands too.

- Tim receives a new baseball cap for every start (up to 15).
- Tim receives five (5) seats at every home game along the third base line (no higher than loge).
- Tim receives '86 Toyota Tercel with an "In Phish We Trust" bumper sticker (no more than 60,000 miles).
- Tim receives a \$25,000 incentive bonus for being last player in majors without a hit.
- After every game, manager must remind Tim that he's "an important part of this ball club."

- Tim is supplied with season's worth of sunflower seeds (David's, not Planters).
- Team ensures that Tim's likeness appears on MLB Baseball 2001.
- Should Tim's likeness appear on MLB Baseball 2001, team ensures his name is spelled correctly.
- · A third baseman with range.
- Final approval of all minor league coaching hires.
- No more dugouts. Tim feels they're elitist and believes everyone should sit—crosslegged—in the bullpen.
- Oh, yeah—some money would be nice.

FANS SPEAK OUT

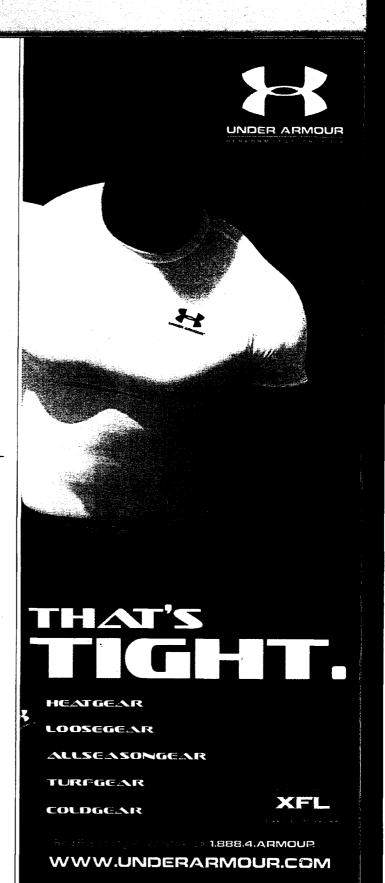
Our occasional poll of approximately a pretty decent number of sports enthusiasts nationwide called randomly at the most inconvenient times. This survey's subject: NHL 2001

- 39% are glad they didn't have to go through childhood with a name like Tugnutt
- III 17% say the only thing Marty McSorley is guilty of is bad hair
- 13% would love to see their sister date one of the Sedin twins, but if they pull the old switcheroo, someone's "gonna get his"



- 1196 think Wayne Gretzky would be better off trying to buy a Krispy Kreme frenchise
- 11% believe the teams in the Southeast are darn lucky there's no relegation in hockey (note: Only 16% know what relegation is)
- 4% call Scott Young the Tyrone Wheatley of hockey
- 4% call Scott Young the Duce Staley of hockey
- 196 just *knew* Evgeni Nabokov would be the answer in San Jose

Industry buzz: Anna K to become first athlete cover-girl for Maxim? ...



PACERS' JROSE RISING

NHL FANTASY FOUR



Downsy Hin

THE HOTTEST PICKS ON THE MARKET

NFL DRAFT PREVIEW

MUNICA SOLUTION

PETER WARRICK

18 17 m



graph. "When I started signing." Warzick says,
"she said something like, "Thet I can take this to
Dilant's and get something free." I stopped signing
and those it in the gashess."

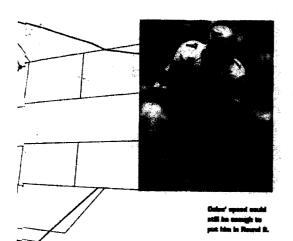
an mown in the games.

He tunned hitter them, and told friends he neight not attend the MPL Draft in New York. "I wear's sure I wented to," Warrick says. "I felt like I'd paid my dies, I'd missed two games. Every day I was looking at TV and the media was showing my face. They'd just built me up, and now they

tone me back down."

The Sagar Bowl was his salve. He scored three touchdowns to lead the Sessinoles to the title. "I needed that game. My image had killed me, and I needed a good game to get back where I was."

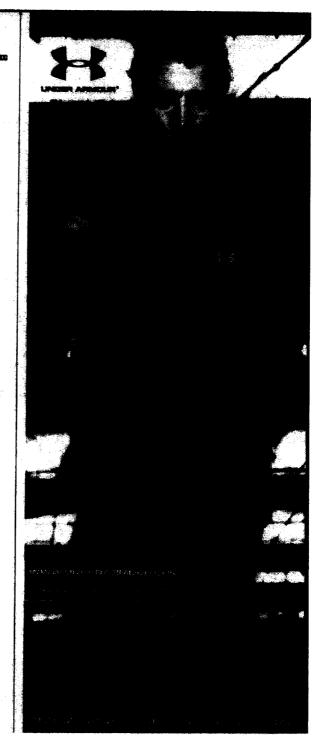
Over by the Prench Quarter, Coles watched that

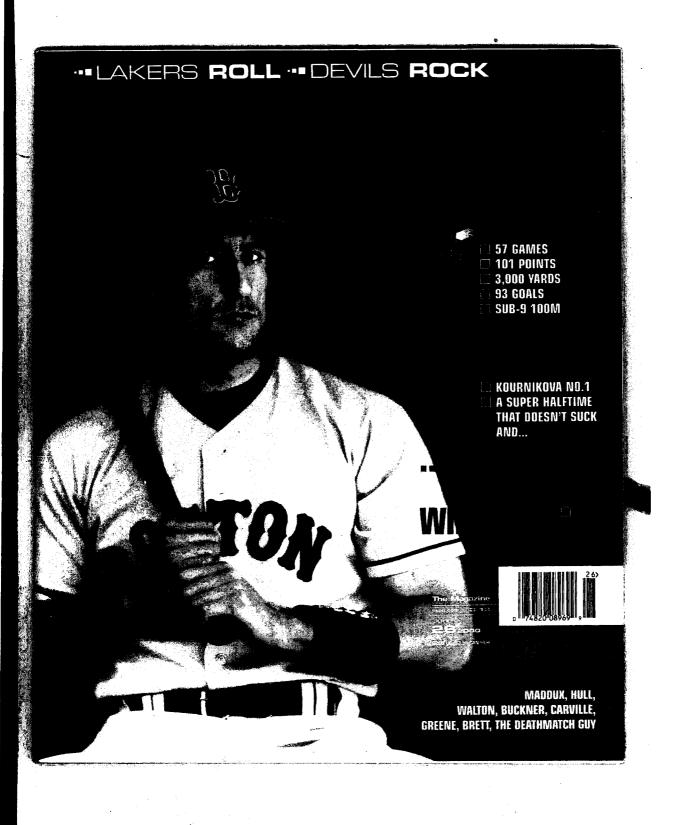


game alone. Then he turned off the TV and said the NFL Combine was going to be his Sugar Bowl.
"Gorna run a 4.2, you watch," he told his grandmother that night, "you watch."

Their paths had to cross again someday. In early Pebruary, Coles was back in Tallahasees for the first time, back in No. 124, when guess who draws up in a white Cadillac SUV, complete with a DVD player and a sound system that would mak a small country? Warrick, who had would note a small country; wellers, who has signed with SFZ, the mage agency, was obviously well taken care of by now, although he didn't appear to be working out much. But Coles, just in from his New Orleans speed camp, looked fitter than ever. They sixed each other up. It was en awkward mome

"Peter said, T've been trying to call you," Coles











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Material 5 A

COLECE FOOTENIL PREVIEW

So Good SHINERS It's Scary

Mega-tackle **Tommie Harris**leads Oklahoma's
daunting defense

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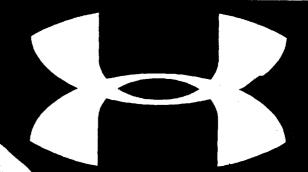
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The Magazine

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BETWEEN THE EXTREMES.



















performance THE PURE PROTOTYPE.















They're both leithanded rookies. They both have high leg kicks. They we both had long winning siteals that swhere

and Florida's Dontreile Willis end, While Willis wings knee-ingh heaters through the strike zone. Robertson picks at the edges with slow stuff.

comparisons between

Houston's

Jerome (pronounced Jeremy) has seen enough of the Jame Moyers of the game to know he can five on the outside corner. Those guys have been doing it for years. "Like all soft tossers, Rubentson, a 24th-round draft pick in 1995, knows his margin for error is slim, So far, the black: the Astros are 11-4 in his fast 15 starts.

Robertson learned his high-kicking motion in a backyard in Exeter Calif. from his grandfather. Tim, a youth coach who wouldn't let Jeriome throw breaking halls until he was a teenage. Then, Tim let him try just two. Gramps' response when both broke sharpiy. "Holy caw!"

And a pitcher was born.

DAILY GRINDER

WHEN KEVIN MILLAR signed a \$5.3M contract with the Red Sox on Feb. 20, he laughed and said to himself, "What were they thinking?" Better question: what were the Marlins thinking when they let a .296 career hitter get away so easily? Better yet: what was Millar thinking when, after last season, he agreed to play for the Chunichi Dragons this year?

At least when Millar changed his mind, Theo Epstein was only too happy to help him out of the deal. Japan wasn't right for Millar; neither was Florida. But Boston is: "I live downtown and walk to Fenway," says Millar. "It can't get any better than playing here. But I'm sure some people in Boston must have wondered, "Who is this guy?"

Millar, 31, is a self-described "grinder," a word normally used in New England for a sandwich. In Florida, he would have been a different kind of sub. The Marlins, who signed Millar in 1993 out of the independent Northern League, decided he couldn't play the outfield and had Derrek Lee at first base. Now on pace to drive in



≪ Kavin Millar, who'd have been a bench player for the Marins or a reluctent star in Japan, has been a big catch for the Red Sox.

a career-high 100 runs, Millar could have juiced Florida's sixthranked offense and helped in its wild-card quest. "If they'd just offered me one year for \$2 million, I'd still be a Marlin," he says.

In Boston, Millar does time at first base, DH and the outfield. But mostly, he's a hitter. A student of the game, Millar can provide a scouting report on any pitcher he's faced. After every game, you'll find him at the video machine watching his at-bats from that night, or viewing tapes of the pitcher he'll face the next night. "When I was close to going to Japan, I watched tapes of a lot of pitchers over there," he says. "Look, I don't have a toolhox. I'm not Barry Bonds. I have to be a smart hitter if I'm going to be a good hitter."

Millar's already more than that for Boston. He embodies the gritty Red Sox, who feature a bunch of grinders: Todd Walker, Trot Nixon, Jason Varitek. He's also become a team leader and spokesman—and the perfect guy to bat behind Nomar Garciaparra and Manny Ramirez.

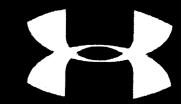
"He's just what this team needed," says RHP John Burkett. "He takes the game seriously, but off the field, he has a little fun. He keeps everyone here loose."

Sounds like the Red Sox knew what they were doing.

-TIM KURKJIAN



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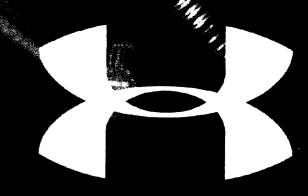


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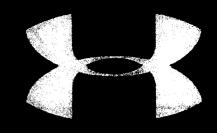
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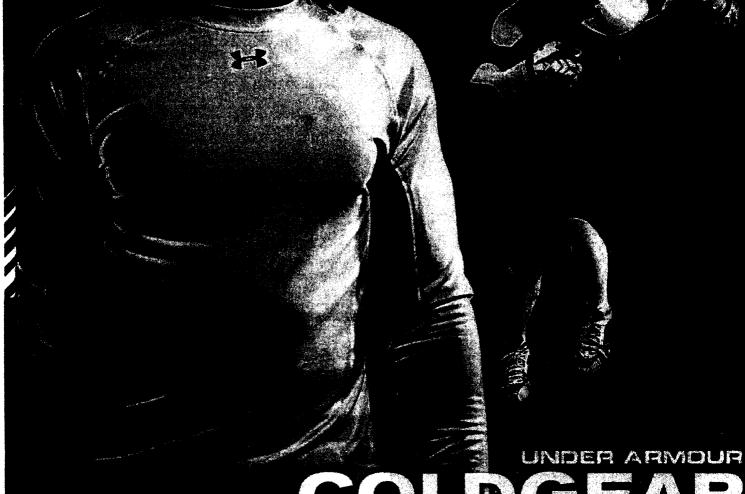
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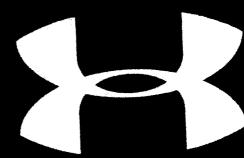
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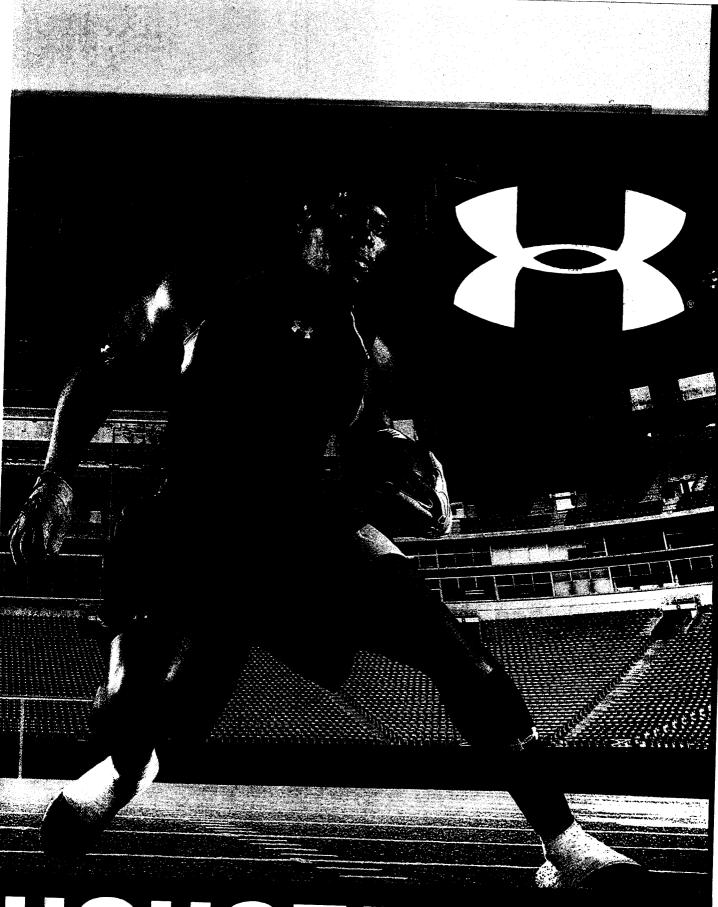
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The Magazine

February 13 2008





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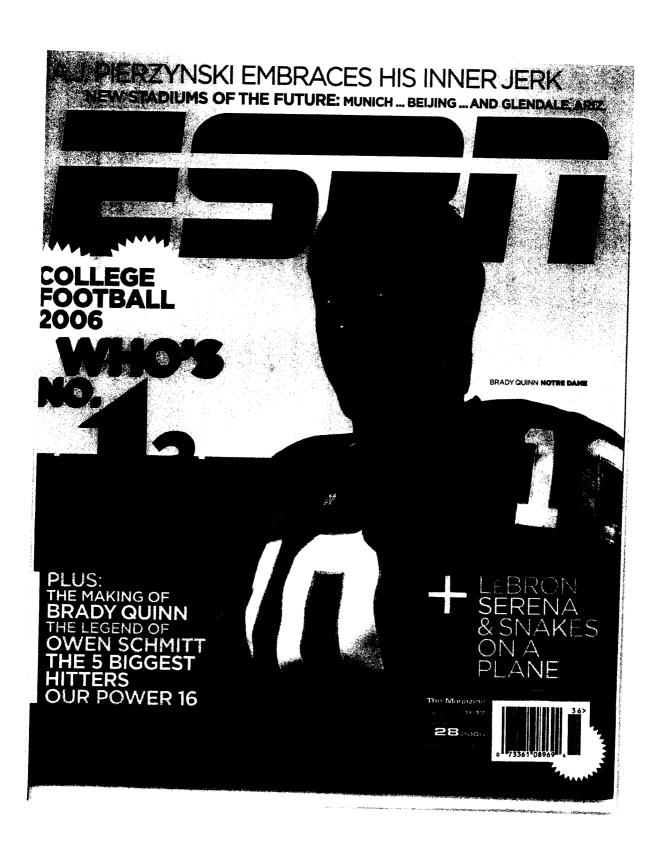


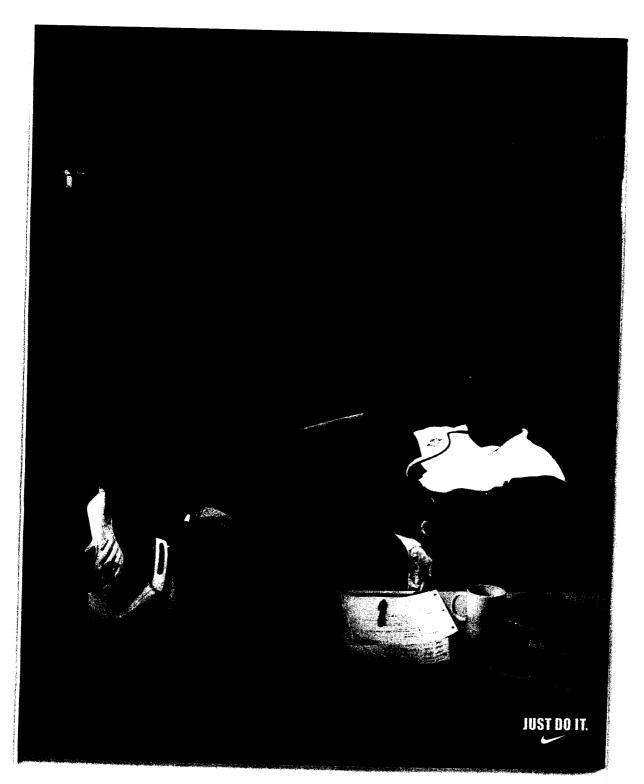
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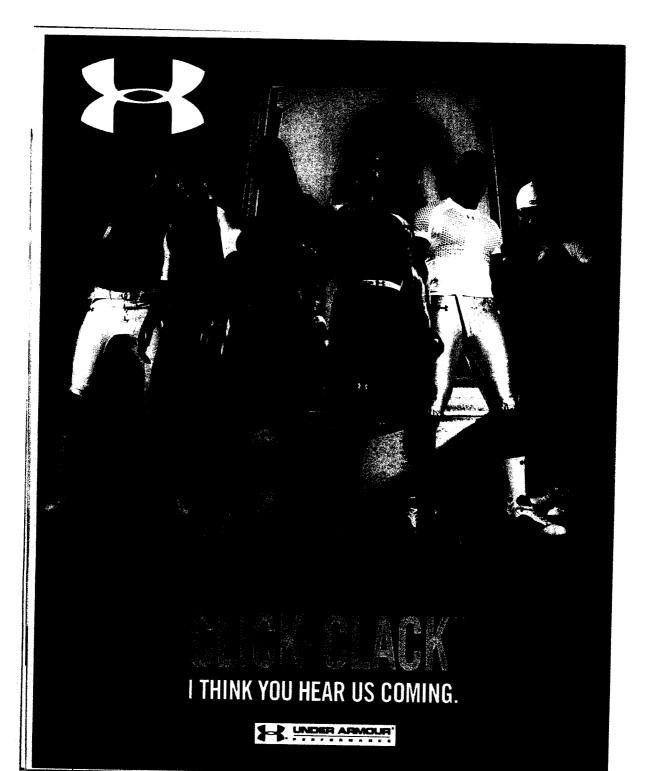






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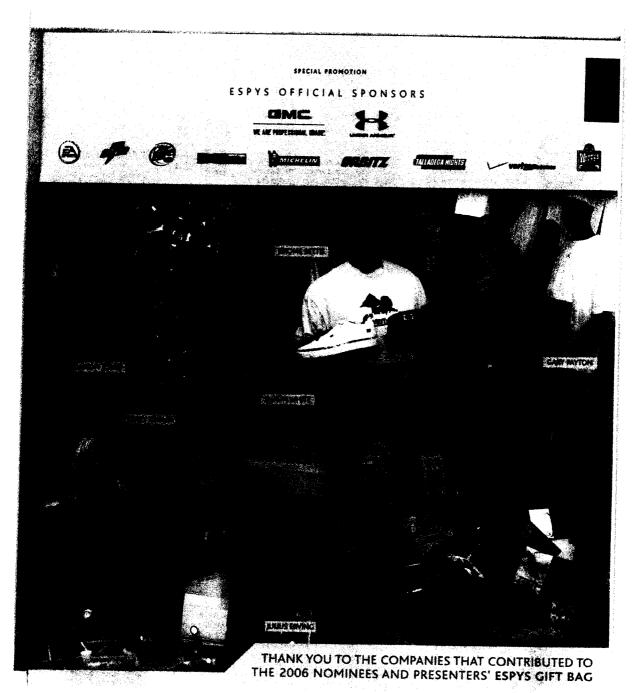
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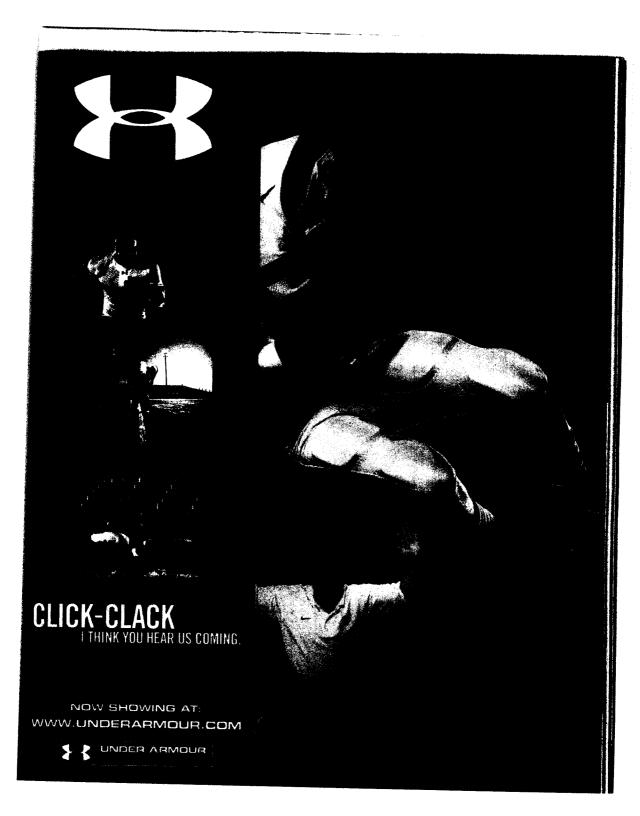


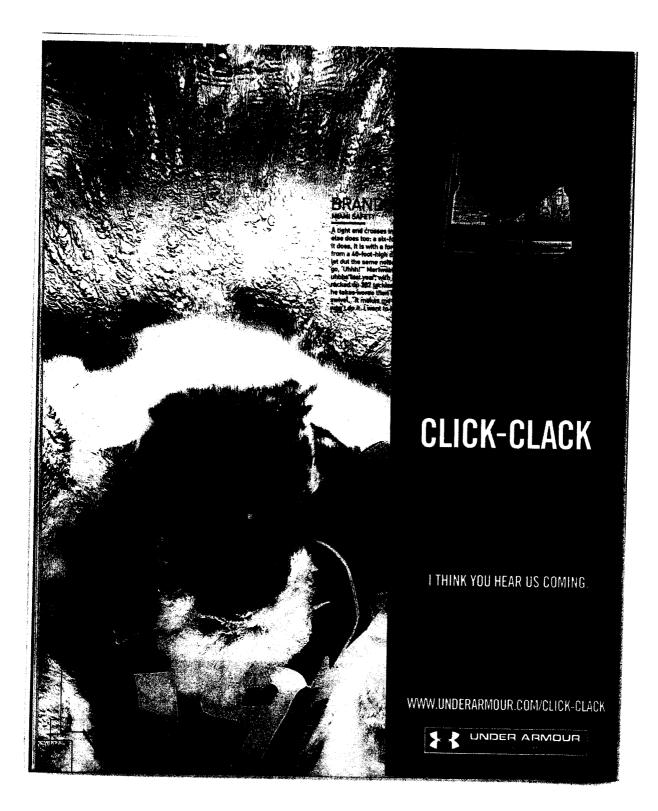
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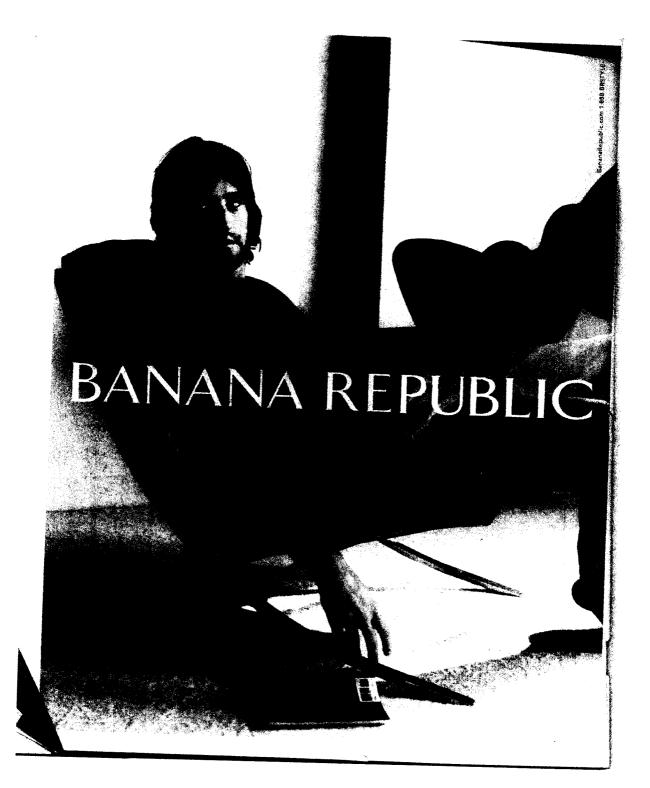
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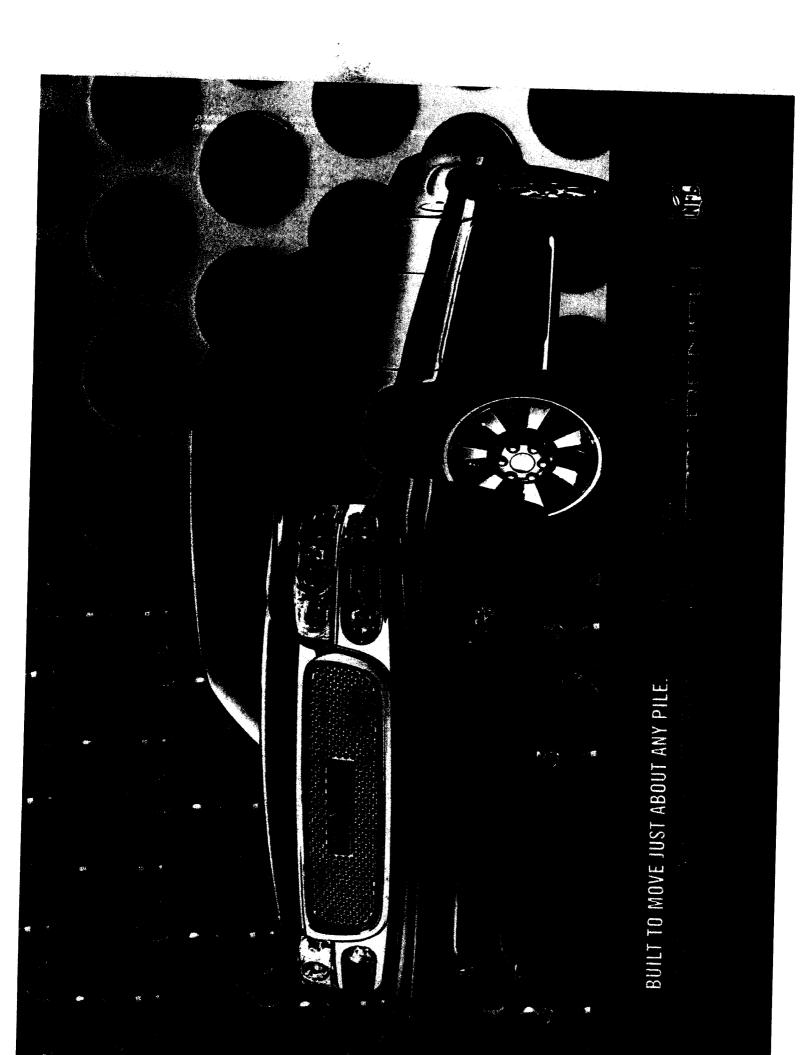
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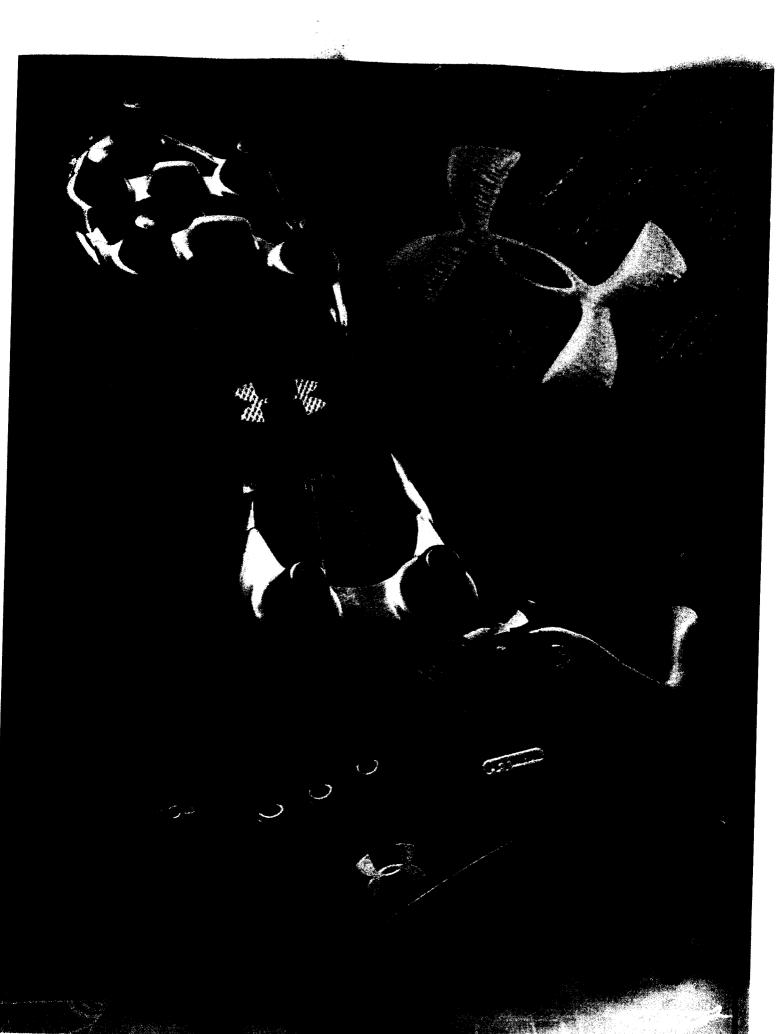
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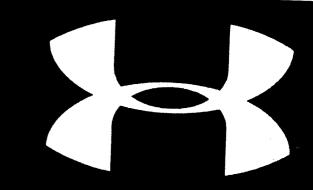
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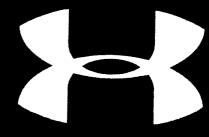
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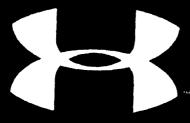
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Wynonna Judd & Cowboy Troy

SOUND OF



Nashville Star, the American Idol of country music, starts its fourth season on USA Network March 14 with two fresh hosts: old-school Wynonna Judd and new-school Cowboy Troy, the 6'5" country rapper.

HOW DO YOU DEFINE A "NASHVILLE STAR"?

Judd: We've got a mother with three kids. Then there's a guy who was in an accident and got his face shot. You don't have to be from a small Southern

town. Who can be a star That is the American dre WHAT'S YOUR TAKE **EACH OTHER?**

Troy: I'm relatively new tainment industry. I'm gd watching everything from with my pen and paper h Judd: When we first met try Music Association Aw thinking, "What are the c he is, this tall, black cowb But it's where country mu HOW DOES THIS PAI COMPARE TO THE JU

Judd: I don't have to do [my mother Naomi's] hair They have portrayed me motherly sister and Troy is I never wanted. Troy: I need all the help I

Judd: And I will tell you th tell you if you need a brea WOULD YOU EVER BE HARSH AS SIMON CO Judd: I would never say so fat. I would never say some would make them want to thing up. The business is se they're going to get that a WHAT SHOWS DO YO Troy: Sports Center, I like t and watch Squawkbox on C Judd: I just TiVo-you're g laugh-Little House on the I for my daughter. That's wh

The Unit

CBS (Tuesdays, 9 p.m. ET)

ACTION The Unit, about a secret special-forces squad and the wives they leave behind as they race around thwarting terrorists and such, was created by playwright-filmmaker David Mamet. It's his baby, yes sir, all punched-up and arrestingly off-kilter. The men talk at a humorless, steely clip, as if shooting out hollow cartridges instead of words. The women can seem like glassy-eyed, dutyobsessed Stepford wives. Episode 3



into now.-BEVERLY KEEL

is the most striking, a (including Scott Foley and Haysbert) are subjecte POW conditions to test th It's like Prison Break at G Bay. For good or bad, th with a mind of its own.

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What's a love song without a few gardening references? On the infectious ditty "Another Sunny Day," Belle and Sebastian frontman Stuart Murdoch informs his paramour that "you were digging plants, I dug you" and then works the phrase "herbaceous border" into the next verse. Such witty wordplay is nothing new for the Scottish indie-pop collective, although they've eased up on the precious cheekiness of their early work. Belle and Sebastian's breezy and fetching

Little Frog," which details obsession with an imagi friend, and "For the Price d Tea," which calls to mit Bowie's "Young American The Life Pursuit isn't as

as 2003's outstand Catastrophe Waitres lot of high points and only ("Dress Up in You" and "Mo Crescent"). And really, isn't life should be?

DOWNLOAD THIS: "Anot Sunny Day"

Etta James All the Wav

melodies are still evident on "Funny

POP/R&B After all the people who have covered her signature song "At Last" over the years, it's only fitting

that Etta James remake her own favorite tunes, as the 68year-old blues belter does on this collection of pop and R&B nuggets. Unfortunately, this hitand-miss hodgepodge won't win you over all the way. Though James

should be applauded for not traditional standards route exception of the jazzy title husky voice doesn't always n material. Her version of R. Believe I Can Fly" falls flat, rendition of "Somewhere" is out there. But James hits h

on Johnny Watson's "Stru and successfu her bluesy st Prince's "Purp -C.A. DOWNLOA

"Purple Rain"



Ne-Yo

SOUNDS OFF

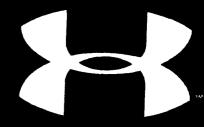
After writing songs for everyone from Mary J. Blige to Chris Brown and Mario, Ne-Yo (real name: Shaffer C. Smith), 26, has released his own R&B debut, *In My Own* Words, featuring the Top 10 hit "So Sick."

ON HOW HE GOT HIS NAME It's a reference to the name [of the Keanu Reeves character Neo] from the movie The Matrix. A friend of mine named Big D gave it to me. He said that I see music the way Neo sees the Matrix. I wasn't really sure what he meant, but I liked it. It was something that stuck to me. ON THE INSPIRATION FOR "SO SICK" The song is a true story about the first girl [fell in love with and how I screwed that relationship up. I was 18, and I basically let my friends convince me to cheat on her. I told her, and she declared her undying hate for me and left me. I was a ball of emotion for five months. Writing this song was really therapeutic and it helped me get over it. ON HEARING HIS SONGS ON THE RADIO I'm always in the same place: in my car on the 405 freeway (in L.A.) in traffic. I'll jump out of my car, run three or four cars up the way and knock on someone's window: "Hey, turn to [Power] 106 and listen to my song!" I'm not lying. I'm surprised I haven't gotten shot yet. ON STEPPING OUT FROM BEHIND THE SCENES It took some getting used to, I didn't need the spotlight or the fame. Not being able to go to the movies by myself is tough. I went to see King Kong and I got kicked out of the theater for causing a scene; I didn't even get to see the movie.-AMY ELISA KEITH

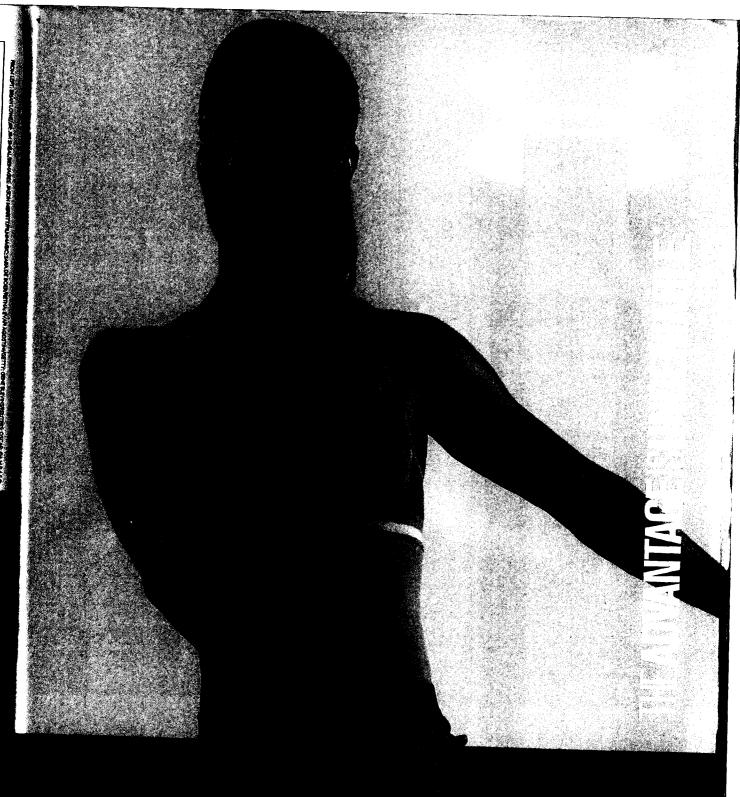
"Thave a very multifaceted personality," says Ne Yo

Photographs by KAREEM BLACK

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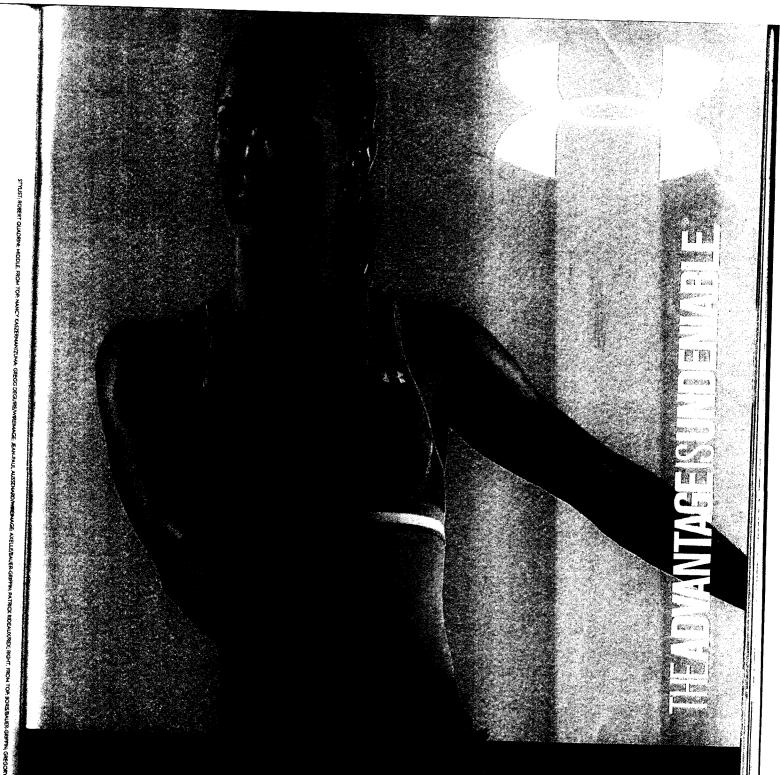
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STAY FIT ON VACATION

(Workouts, Page 36)

Back on Track A Katrina Survivor's Story

BY NICHOLAS SPARKS

THE MARATHON EXPERIMENT

How We Turned a Slacker into a Finisher (Training Plan, Page 88)

THE EXQUISITE PAIN OF PIKES PEAK



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BLOCKING OUT DISTRACTING THOUGHTS CAN MAKE YOU A STRONGER RUNNER BY S. KIRK WALSH

Get In Focus

A HALF HOUR BEFORE Olympian Elva Dryer goes for a run, she doesn't just stretch or sip a sports drink. She also lies on the ground with her eyes closed, taking deep breaths. In her mind, she scans her body and focuses on relaxing her muscles, head to toe. This "mindfulness" meditation exercise might look strange to other runners, but to Dryer, 34, it helps explain her success. She made it part of her training routine as she prepared for the 10,000 meters at the 2004 Olympic Trials. "During the race, I felt totally engaged with what was going on," says Dryer, who took second with a time of 31:58.14. "I believe meditating influenced my ability to focus and run my best."

Mindfulness is a state of mind in which you are focused completely on the present moment. The ability to clear our heads

and be at one place at one time is an elusive concept. We may think we do it on a run, but often we're mentally everywhere—solving problems at home and at work—but on that run. Studies have shown that mindfulness counteracts the effects of stress, lowers blood pressure, and provides an overall sense of well-being. Which is why athletes like Dryer are taking it a step further—using it to enhance their running.



"In general, you don't spend a lot of time in your body or in touch with your senses because you're carried away by your worries, anxieties, and fears," says Jon Kabat-



LITHING EGAN Meditation exercises can improve your performances when done as a prerun rituel.

Zinn, Ph.D., professor of medicine emeritus at the University of Massachusetts Medical School and an avid runner. "When mindfulness is applied to sports, it brings the mind and the body into a kind of unity." Paying atten-

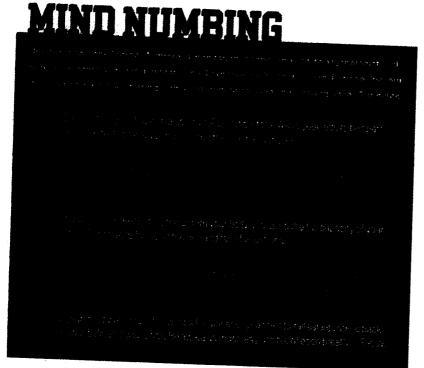
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PHOTOGRAPH BY BILL DIODATO

RUNNER'S WORLD AUGUST 2008



tion to the feeling and in-and-out motion of your breath before and during a run can help you achieve this centeredyet-peaceful state of mind (see "Mind Numbing," above). And running lends itself to this practice. "Running is breath by breath, footfall by footfall, moment by moment," Kabat-Zinn says. "It has its own calming and clarifying meditative elements built right into it."

Focusing on your breath can help calm race anxiety and quiet negative self-talk, allowing you to zero in on your running and your performance goals. "If the mind is centered on breathing, the mind becomes stronger and more focused," says Sakyong Mipham Rinpoche, spiritual leader of the Shambhala Buddhist lineage, who is training for the New York City Marathon. Instead of worrying about the past (My last split was off) or future (I still have 10 miles to go), the mind stays in the present moment. "The mind struggles less and, therefore, the body becomes more efficient," he says.

Damage Control

Being more connected with your breath can also help prevent injuries. "You get an awareness of your entire body," says George Mumford, a sports psychologist and meditation instructor who has taught mindfulness tecliniques to professional sports teams, including the Chicago Bulls. "You know when you can push it and when you need to back off. A lot of runners already have this knowledge, but they aren't fully aware of it and don't pay attention to it." Kabat-Zinn agrees: "The more your mind is in touch with your body, the more you can know its real limits."

Phil Parker, 58, a runner who competes in the high hurdles in masters competitions throughout the country, has been injury-free since incorporating mindfulness exercises into his workout routine almost two years ago. "I use a slow, meditative breathing technique accompanied with calm spiritual thoughts before, during, and after workouts," says Parker, who lives in Roswell, Georgia,

and teaches art and coaches track and cross-country for a local private school. He teaches his student-athletes proper relaxation and breathing techniques. "From the time I put on my running socks, I focus on my breathing," Parker says. "It's taught me to be more patient and not push too hard too soon. It's helped me better prepare, focus, and relax my mind and body for every run." In August, Parker hopes to PR at the USA National Masters Track and Field Championships, where he'll run the 100-meter high hurdles. If he succeeds, he says it'll be because of the mindfulness techniques.

Retrain Your Brain

Becoming aware of the messages that encourage you to quit or slow down can help you work through them, according to Kabat-Zinn. Ask yourself if these messages are coming from your body or from your head. Separate your actual physical need to slow your pace from your mind's attraction to the idea of doing so. Instead of holding onto thoughts like I'm tired or I can't go on much longer, let them pass through your mind rather than turning them over and over again. "If you accept these thoughts as the truth, they have an influence over you," Kabat-Zinn says. "If you just see them as thoughts, they are like little bubbles in a stream. They come and they go-and they burst. They won't have influence over your performance."

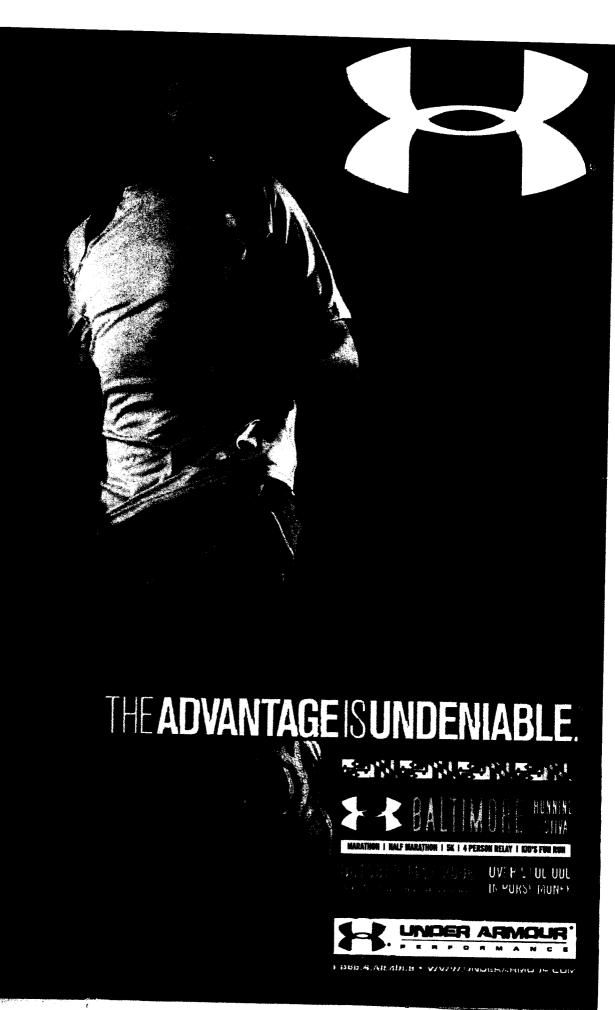
Because a mindful state of mind diminishes stress levels and increases feelings of relaxation, it can also enhance your enjoyment of running. "When you're in the moment, you feel more pleasure, you feel more connected," Mumford says. Dryer has found this to be true even in her nonrunning life. "So many things are thrown at us during daily life," she says. "Stopping and focusing on your breathing can be valuable for anyone—whether you're a runner or not."



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The Mane Concern

SIX ACCESSORIES TO KEEP YOUR HAIR OUT OF YOUR FACE BY KATHLEEN PENNEPACKER

MAKE NO MISTAKE. Bad hair days are as common among dedicated runners as they are among chronic mirror-gazers. Whether it's those pesky flyaways that get in your eyes or a ponytail that just won't stay put, unmanageable hair can be distracting and can slow you down. To find out what works, we tested a range of holders, bands, and clips. Here are the ones that made the cut.

0

ACURAS SPORT MAIN SAMOS \$6 (PACK OF EIGHT)

Sest for runners with hair of average thickness, these bands are 100 percent elastic, so getting them around your ponytail is easy. Titey also come out quickly and painlessly, shopedidas.com; 800-423-4327



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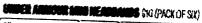


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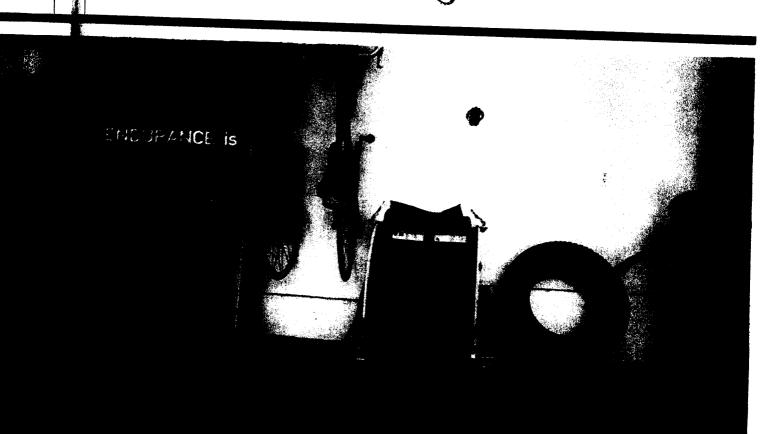
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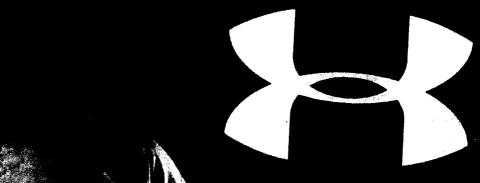
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INNOVATIVE JOG BRAS THAT HOLD UP TO THE TEST BY JANE UNGER HAHN

JOG BRAS COME IN a wider variety of shapes and sizes than ever, but finding one that both fits and functions well can still be a challenge. (For sizing tips, see "Finding the Right Fit," page 130.) Even a jog bra that's the perfect size won't be comfortable on a run unless it's designed for high-impact activities, has nonbinding seems and edges, and uses a moisture-wicking fabric. To help narrow down your options, we asked Making Strides, an all-women running group in Allentown, Pennsylvania, to put some of the newest models to the test. More than 120 wear-testers rated 23 of the best bras for overall comfort, support, moisture control, adjustability, styling, and special features. These were their nine favorites.

CW-X MESH SUPPORT BRA \$45

True to its name, the Mesh Support Bra has an outer cover of ultralightweight four-way stretch mesh that makes it one of the most breathable tops we tested. It also ranked high for its support thanks to the bra's five-point inner cup "web" that encepsulates and supports each breast individually, which limits bounce.

SIZES: 32B/C to 36B/C BEST FOR: B and C cups cw-x.com



MOVING COMFORT FIONA BRA \$40

The Fiona is superadjustable, due in part to the hook-and-loop closure shoulder straps that clasp in the front of the bra-not in the back. "A great bra for anyone with shoulder or arm problems," noted one wear-tester. The interior molded cups provide both shaping and outstanding support.

SIZES: 32C to 44DD BEST FOR: C, D, and DD cupe movingcomfort.com; 800-783-6000



UNDER ARMOUR DUPLICITY SPORT BRA \$45

The reversible design of this bra was a big hit with our wear-testers: It allowed them to choose either a flat or crisacross front. A combination of Under Armour's HeatGear moisture-wicking fabric and soft mesh sections kept testers cool and dry so that chaffing wasn't an issue. SIZES: XS to XL BEST FOR: A and 8 cups underarmour.com; 888-427-6687





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CHEMIL \$36
As the only threequarter-length top
we tested, the Chemil
received high marks
for its performence
and comfort. Testers
praised the flat-seam
construction that
eliminates binding and
chefing, while the mesh
back panel
provided good
breathability.

SIZES: XS to XXL BEST FOR: A and B cups reebok.com; 800-843-4444



MOVING COMFORT FUSION BRA \$35

"With a dresser drawer full of sports tops, the Fusion bra is now my pick," said one wear-tester. The bra's molded cups, which both shape and support each breast, and its superbreathable pinhole-mesh fabric straps and back panel quickly made It a avorite among our testers. All agreed it was cute to book SIZES: XS to XL

BEST FOR: B and C cups movingcomfort.com; 800-763-6000 LOOK SEXY IN YOUR JEANS 3 simple moves to slim your bottom half





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LEGS YOU'LL LOVE

Surfer MARISA MILLER Her Get-Lean Get-Strong Tips

down-there wear

The latest performance skivvies work almost as hard as you do. Eight *Shape* staffers rated 18 pairs on comfort, moisture-wicking and odor-fighting ability and style. Here are our top picks.



best bikinis/briefs

los Daisy Brief (\$18) to Junio 2000 (com) **1** WHAT WE LOVED Testers raved about the fabric's silky texture and subtle daisy print, as well as the brief's fit. "They stayed glued in place," noted one volleyball player. WHAT WE CAN LIVE WITHOUT The thicker fabric makes this pair better suited for cooler temperatures.

Ex Officio String Biklm (\$16) exofficio.com) ② WHAT WE LOVED One tester who wore them on the elliptical trainer said, "They stayed totally dry [thanks to a quick-drying ultrathin nylon/spandex blend] and felt soft." WHAT WE CAN LIVE WITHOUT The generous fit in the back caused panty lines.

Hot Chillys Salsa Seamless Brief (\$1B; hotchillys .com) • WHAT WE LOVED One avid runner said, "Even though! was sweating, I stayed totally dry." The Salsa also features antimicrobial fibers that help ward off odor. WHAT WE CAN LIVE WITHOUT The low-rise front may leave some wearers tugging.

best thongs

Under Ampair Down Mong (\$17 Understmoor coma WHAT WE LOVED It ranked high for fit and moisture wicking. "I wasn't as sweaty as usual," says a run/walker. "And it felt like a second skin." WHAT WE CAN LIVE WITHOUT One tester thought the rear strip was too wide and caused some chafing during her workout.

InSport Xodus Thong (\$20; inspart.com) WHAT WE LOVED The high-tech fabric: Silver (the mineral, not the color) fibers running throughout fight smells by neutralizing ammonia, a key odor culprit. WHAT WE CAN LIVE WITHOUT One tester complained that the front bunched, a visible problem in tighter shorts.

Hot Chillys Salsa Seamless Contour Thong (\$18; hotchillys .com) The supercomfy fit convinced an avowed "thong hater" to change her ways. "I expected it to chafe during aerobics class, but I couldn't tell I had it on," she said. Like the Salsa brief, it battles odor. WHAT WE CAN LIVE WITHOUT Nothing!—DIMITY MCDOWELL

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Diet shockers! 6 'bad' foods that we have drop pounds and get healthy SHAPE 25TH ANNIVERSARY SPECIAL GET FLAT ABS BY AUG.1 DENISE **RICHARDS** Out of a bad marriage & fitter than ever! p.52 HEALTH REPORT **Bloated?** 8 ways to feel better & fit How to tone into your up in just 10 jeans FAST minutes a day **GORGEOUS** YES, you can change your body! 5-minute The smartest beauty get-fit advice tricks we've ever hear pros use e amin you read MOW **Nag**ainst cancer



in March, 27-year-old Ashlyn Dyer was on her regular early morning run when she was struck by a hit-and-run driver. She died one week before she was to run in the Los Angeles Marathon. It's a reality of outdoor exercise almost too scary to consider, says Jean Knaack, executive director of the Road Runners Club of America, who offers these tips for making outdoor workouts safe.

Brighten up. Be visible to drivers and other exercisers by wearing reflective clothing or attaching reflectors to your shoes and top. Try lightweight Road ID Firefly Supernova lights (above, \$13; roadid.com).

Carry identification. Zip your license into a pocket and program an emergency contact as "ICE" (in case of emergency) in your cell phone. (It's a code that first responders know to look for.) The water-resistant ID On Me bracelet (left, \$10; www.idonme.com) makes it easy to keep your stats on you.

Tell someone where you go. Highlight your favorite routes on a map and give it to a family member or close friend. If you're hurt and unable to get home, this will make it easier for them to find you.

Turn down the volume. Music can make it difficult to hear what (or who) is approaching.

difficult to hear what (or who) is approaching.
Addicted to your iPod? Keep the volume low or
wear just one earpiece, and never use
headphones in an isolated area.

Wearable reflectors.

visible up to

Change your routine. Attackers learn the habits of their victims, so switch your path or the time you run every couple of days. —SARAH ROBBINS

new research

HOW TO SOCK IT TO BLISTERS

t first it's a stinging or burning sensation, but pretty soon you're in "ouch!" territory, hobbling over to the nearest bench to check out your new blister. Such workout interruptions inspired a team of University of Missouri-Columbia biological engineering students to test friction levels for 10 different pairs of athletic socks. They tracked hot spots (the precursor to a blister) by using an aluminum mold to mimic a real foot in motion. Socks made with 75 percent Coolmax (a polyester blend often used in athletic wear) and 25 percent stretch mylon provided the best friction protection. The socks ranged in price from just under \$1 to \$13, yet the best cost only \$4.50. Here, two pairs that fit the blister-busting profile. Your feet can thank us later. --TD



Under Armol HeatGear No-Show (\$1 for two pairs underarmoul .com)



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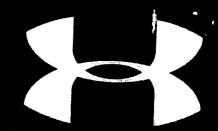
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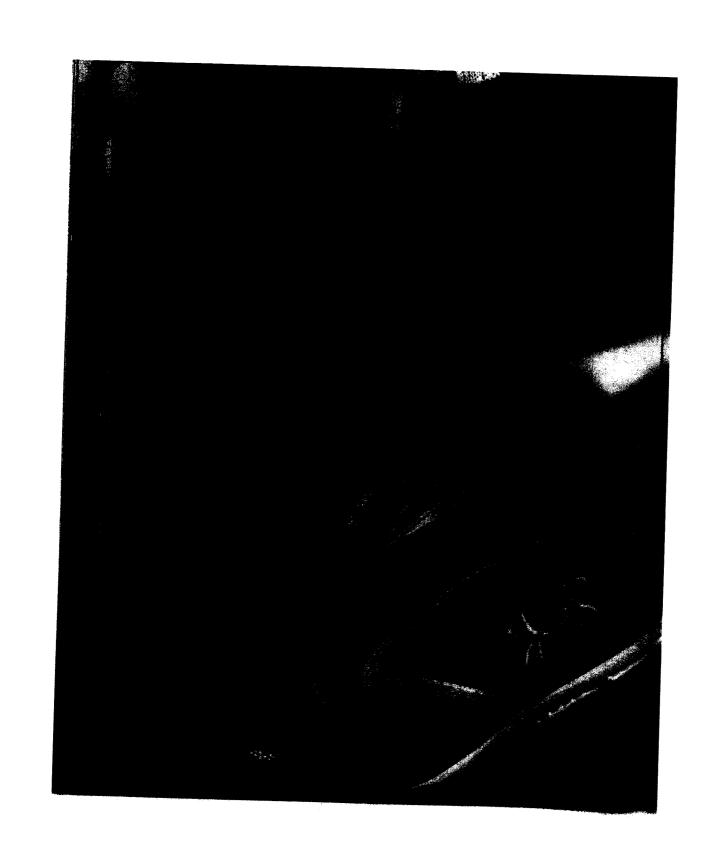
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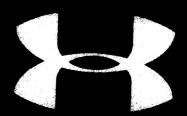


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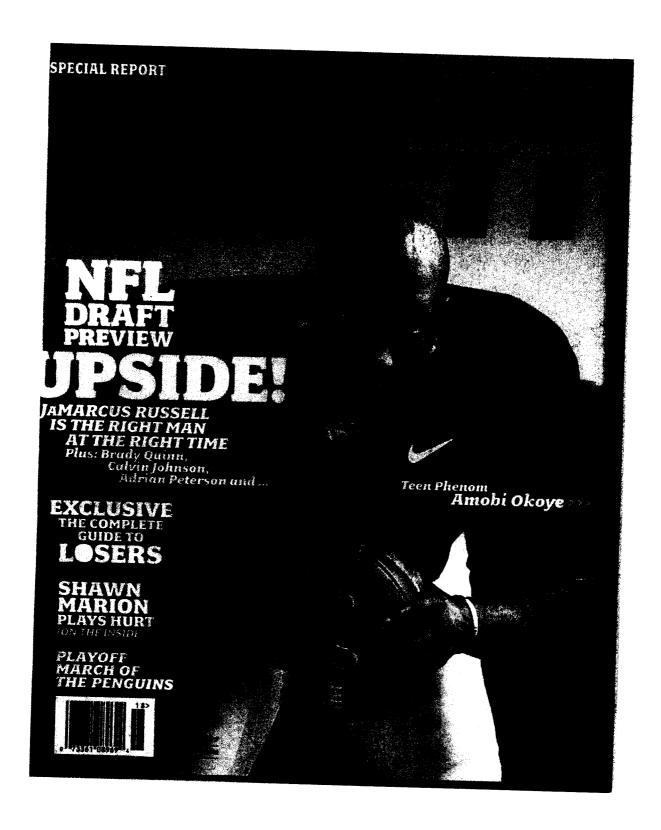






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SWEAT SPOT

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Kyle's older bys, Kurt, -DAN REALLY

PLAY LIKE THE PROS ... VIRTUALLY

The Gamer

kicked out of most leagues, but in WWE, that's the type of factic that wins changionships. In WWE has a blood leave we.

Raw 2006, we wither can hotel the ref as a shield before launching him toward fore. Don't talk R

TOP SCORE Carson Painter on his lowest round in Tager Woods PAR Your 67. I shot a 74 at Torrey Pines playing as Tiger. That's about as far as I can push my skills in the game."

CHEAT SHEET, MILE SKY (PSS, PS2, XDox 360) Want a legand in your lineap? At the Cheats screen, type in "themick" to unlock Mickey Mantie and his top-notch skills as a free agent.

reo vact Willia McGahee on his favorite games. I can play Maddem for a couple of hours a day, but Male, I can play that all night every night. The one-on-one content what I look forward to most Give me the NewGire and that gun that looks like an Ukd, and I'm straight."

METERIO GLYSEVICE It's the duo gemers never thought would happen, but Marrie & Bassle at the Olympic Games will be out in time for Christmas on both the Wil and DS. Table termin, swimming, the 100-meter dush and judo are just some of the events, and all sites are based on the official locations from Beijing.

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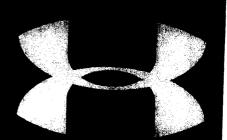
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- API. Current: Orlando Predators, 15: All-time: Pittsburgh Gladiators/Tampa Bay Storm: 19
- MLB Current Yankees, 12 All-time: Yarkees, 12 NBA Current: Spurs, 10"; All-time: Syracuse Nets/76ers; 22
- MLS Curvent: Rapids/Revolution, S. All-time: Galaxy, 10
- NFL Current: Colts, S.All-time: Cowboys, 9

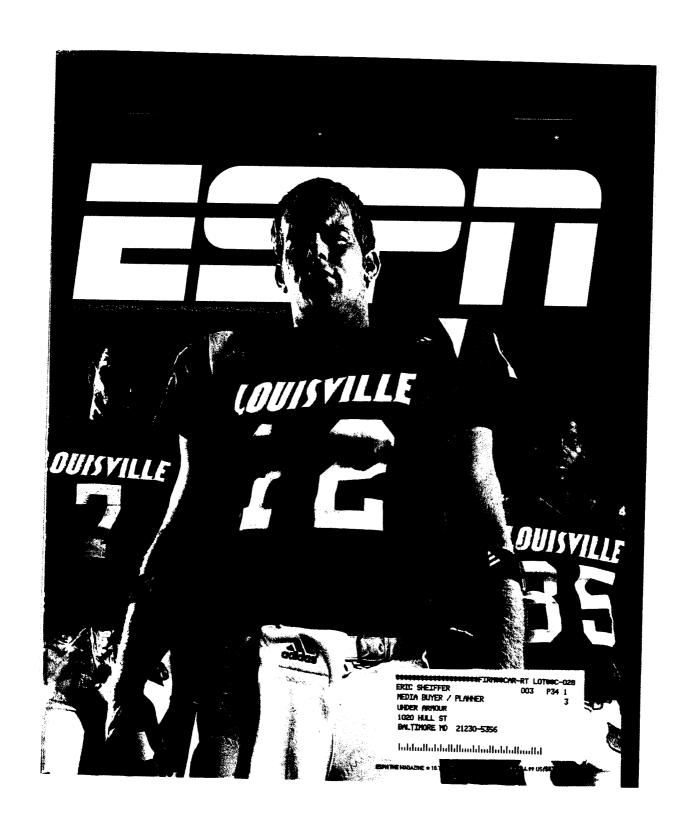
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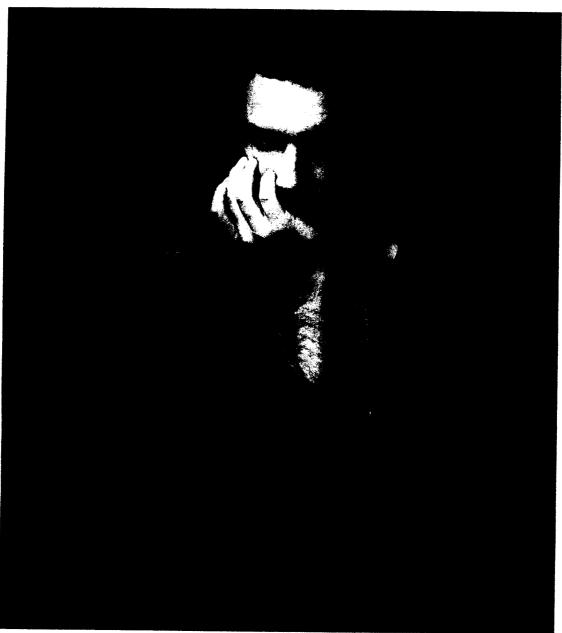




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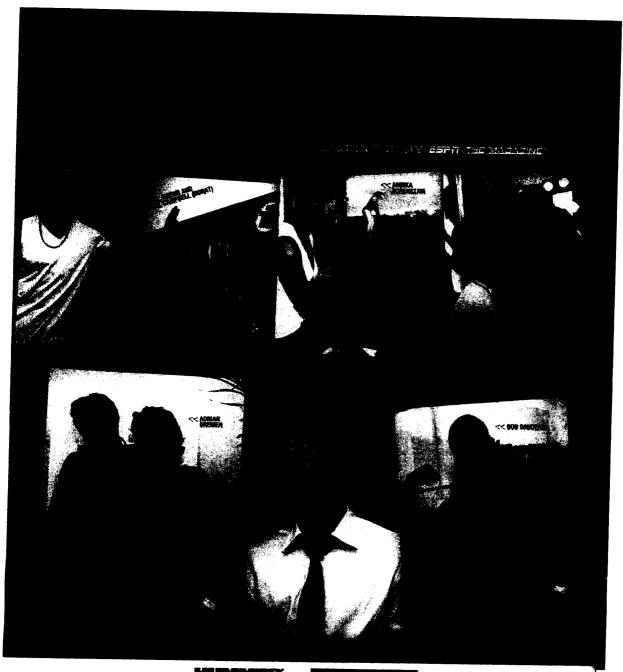


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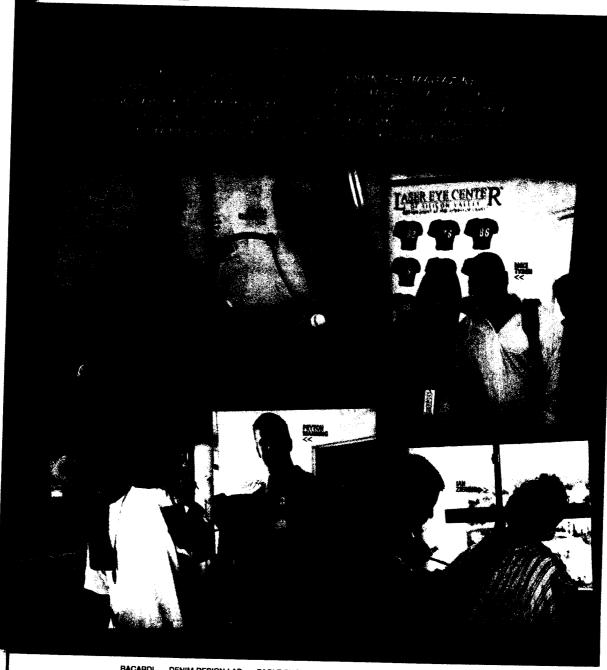




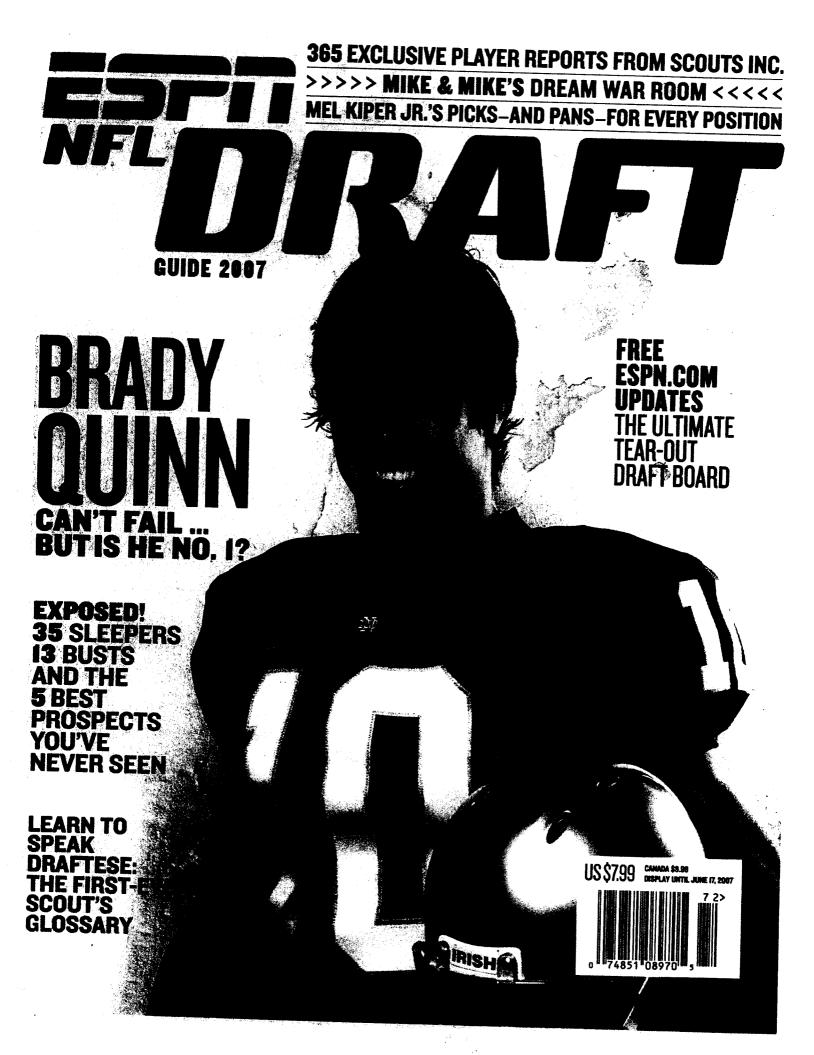








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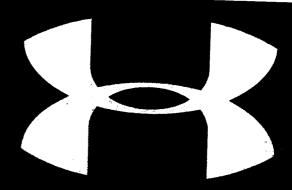


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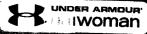
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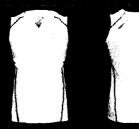
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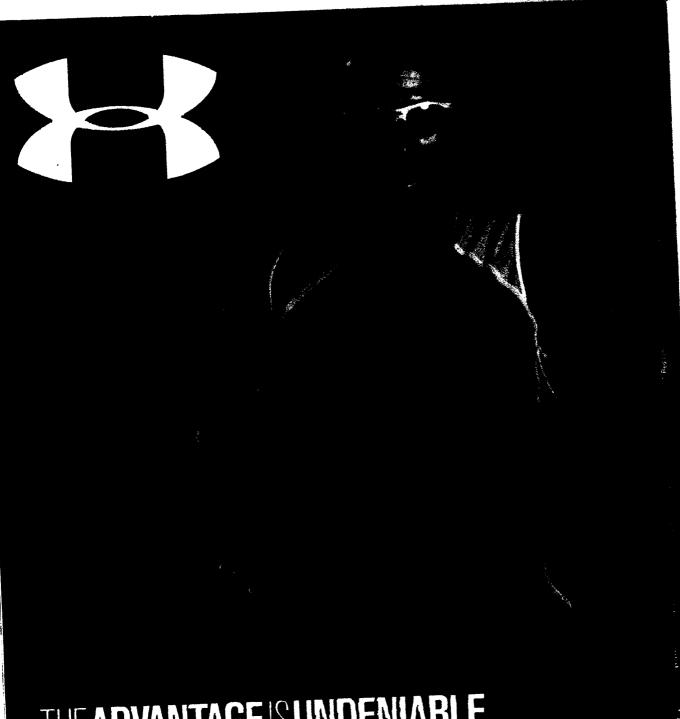
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RUN A PERFECT RACE

FALL'S ELST MEN







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Shape Ever Perfect 3-Day Training Plan

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WHAT WORKS FOR YOU? QUIZ, PAGE 56

EXCLUSIVE

How Jesse Owens Stuck It to Hitler

POWER UP EVERY MEAL



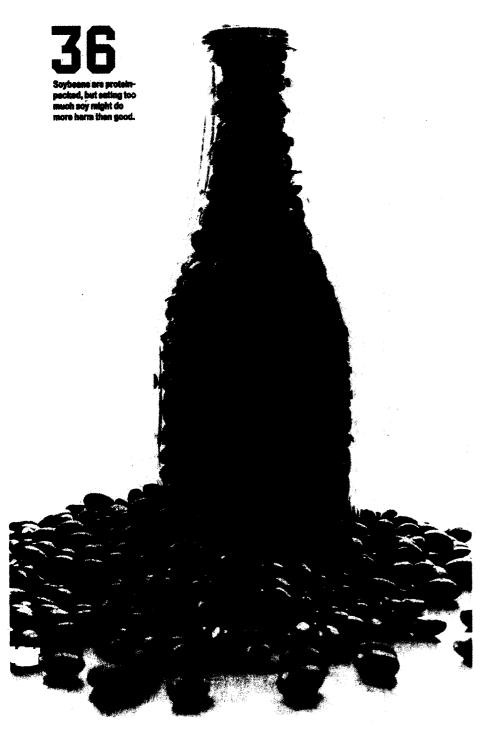
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21) HUMAN RACE A training program in West Palm Beach, Florida, helps homeless runners turn their lives around.

27) TRAINING Adopt workouts designed for your rececourse—uphill, downhill, flat—and watch your times drop.

38) FUEL The latest research suggests too much soy may be unhealthy. Find out how much you should eat.

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Sometimes winning has nothing to do with being first across the finish line. By John
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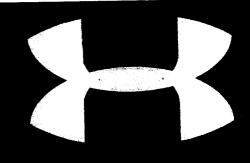
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TOOK OFF TO
FINISH THE MARATHON. I TOLD
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YOU CAN LET YOUR
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AHEAD OF YOU OR
BEHIND YOU, BUT
IF YOU WANT TO
FINISH TOGETHER,
YOU'VE GOT TO
STAY TOGETHER."







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A Simple Plan



Heal Fast From Any Injury PAGE 43

THE BEST WARMUP
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FASTER LEGS, STRONGER ABS

PAGE 33

The Truth About Running, Beauty, and Self-Esteem

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Ryan Hall

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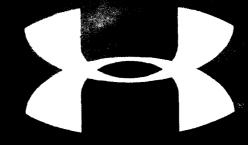
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THE HAIR ISSUE! Find Your **Perfect Style Now April 2007** Нарру **✓** Pretty Makeup ✓ Celeb Trends & More! HOW TO KISS (the right way) The One i ka is 66 I Didn't Know My Friend Was A Narc! ' al tricke



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THE 20-MINUTE WORKOUT that keeps you fit through the holidays, p. 144



3 MOVES
THAT
WILL
CHANGE
YOUR BODY



Angie Harmon

How she got this body (No gym, No trainer)

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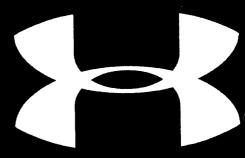
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f your stress eating for good NO MORE MINDLESS MUNC "HOW LOST SHAPE YOUR P. 134 EVA RESEARCH PROVEN **MENDES** How she slimmed down & shaped up for THIS cover, p. 45 THIS, THE LOSE The new wonder food for women **₩** How Yes, they sweat! **75 million** The workouts & dlets that keep stars women are bikini-ready, p. 180 secretly sabotaging their health (are you one of them?) TAKE INCHES OFF Spring fashions that trim your trouble zones \$3.99 U.S. \$4.99 Canada March 2007 Shape.com Display until March 6, 2007



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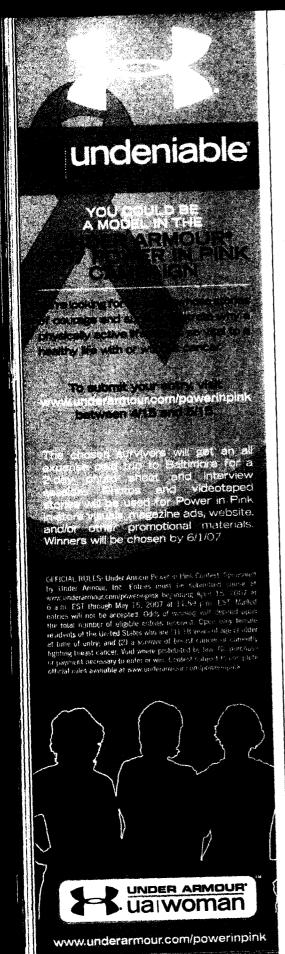
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When trusting your gut can save your life, p. 150



shape your life news



ARE YOU AN EMOTIONAL SPENDER?

Money, as you've heard, can't buy love...or, for that matter, acceptance or respect. But that doesn't mean your desire for such things isn't fueling your spending habits. "It's easy for emotions like insecurity or guilt to drive you to make purchases you can't afford," says Alvin Hall, author of You & Your Money: It's More Than Just the Numbers. Here's how to tell what's behind some of your splurges—and how to rein yourself in.

HOW YOU MAY FEEL "I deserve to treat myself!"

What's really motivating you If you don't feel validated at work or at home, you may try to buy outward reassurance. One way to tell if you're engaging in retail therapy: Examine your receipts at the end of the week. "No one needs a new dress—or even a new lipstick—every day," says Hall. In lieu of spending, resolve to do one thing a day that makes you happy.

HOW YOU MAY FEEL "Mom and Dad have done so much for me..."

What's really motivating you

You want your parents to feel proud of you, but plying them with luxurious gifts can often trigger worry instead ("Can she really afford that?"). "If you want to show them appreciation, offer to help around the house, or just resolve to drop by more often," says Hall.

HOW YOU MAY FEEL "Nothing's too good for my guy."

What's really motivating you "Lavish gifts can send the wrong message or lead to your disappointment if the gesture isn't reciprocated," says Hall. "Just because you think your love is equivalent to a Rolex doesn't mean that he'll feel that way, and a gift won't change his mind."—ge

the new gadget we're loving

WE MIGHT NOT REMEMBER LIFE BEFORE EVITES AND PHOTO SHARING, BUT SOME OF OUR LOVED ONES MAY NOT BE SO TECH-SAVVY. To the rescue: the Presto HP Printing Malibox (\$150; presto.com), a specially designed color printer that plugs into a regular phone jack. (No computer or Internet connection necessary!) All you

need to do is e-mail the company your photos and messages; it transforms them into decorative, printer-friendly layouts and instantly forwards them to the recipient. —GG

The printer only accepts messages from preselected people, so ink isn't wasted on spam



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April 21, 2008

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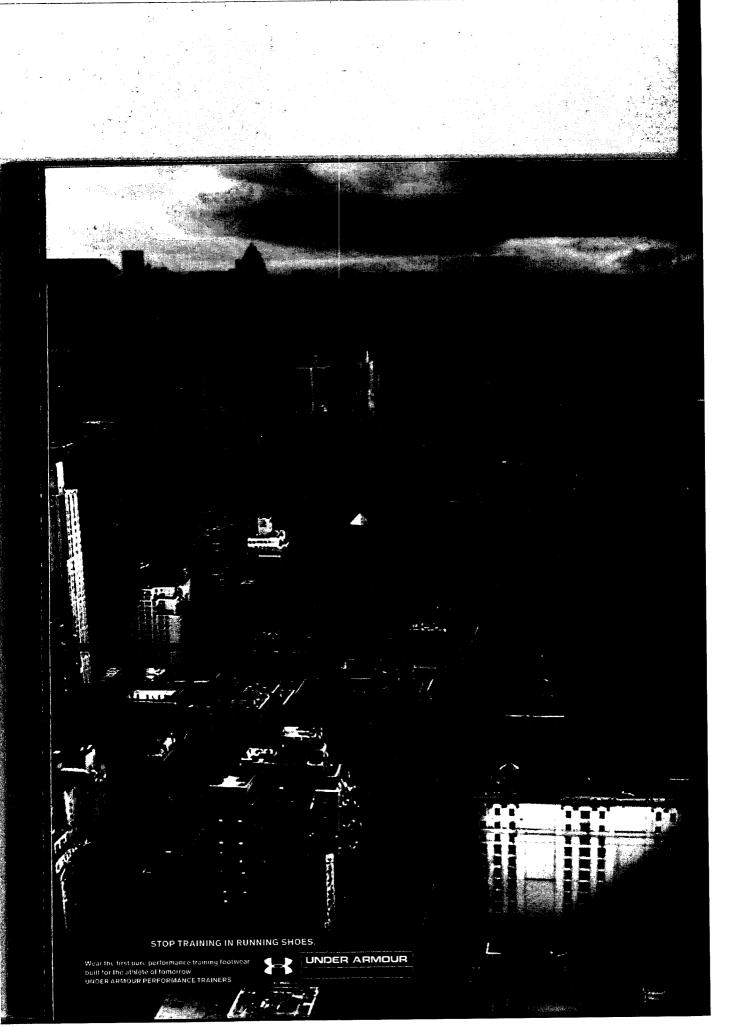
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5.3.08

"THE FUTURE IS OURS"



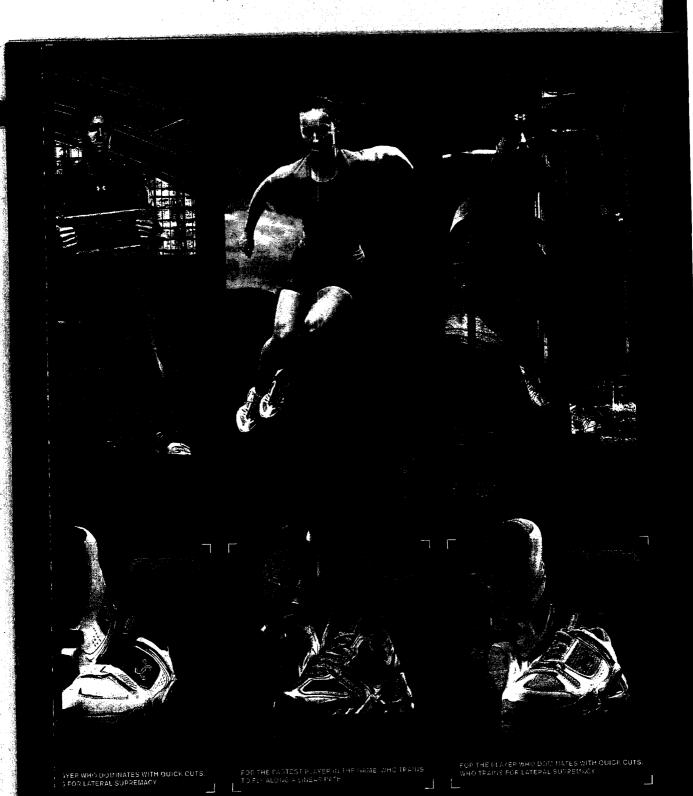
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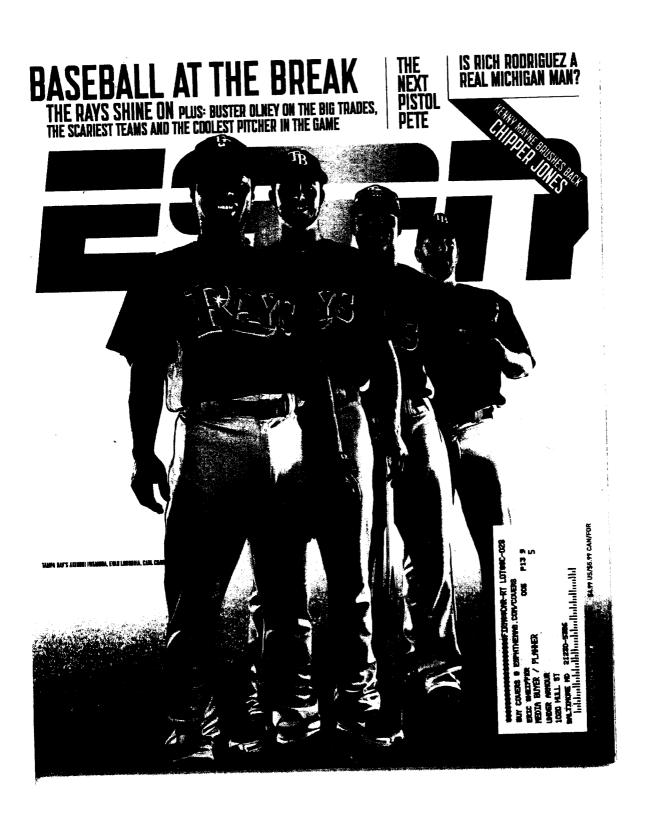
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Media Blitz

Just off his tirade on Costas Now, Buss Bissings is all Hollywood. He rewrote Westbrook for Disney (about Peter Westbrook, the only African-American to win a fencing medal) and will scribe a Sugar Ray Lessand biopic for Red Bird Cinema. He's also shopping a script based on his Vunity Fair piece about Pete Rose and Tamusy Gisdom. Rose's former protégé and roommate. Says Buzz, Only in America can you make an ass of yourself and enhance your career.



NET SAM Thought Love Guru was paintuil? Peep Rips IV's web series Hockey Browfs, a fight tourney featuring minor leaguess and heisbeens. The key, says host Kip Breunes, who has gone skate to-skete with bruisers like Seegges Lassages, is "good balance, grip the greey and swing away. And it doesn't hurt if you're 67°, 250."

쿭



tues some Ameré Steudembre taped a segment for Nickelodeon's Yo Gubba Gubba, performing the Amaré Dribbie Dancey Dance Hankad by monsters. Afterward, he reminisced about tearing it up in high school: Talways had the hottest dates for prom.



SUISK NOTES Pro surfer Thinmy
Convents is promoting his first album,
Word of Mouth, with a summer
tour. Too bad he's married. "Ladies
dig musicians more than surfers,"
he says. "Unless you're Eably States,
of course."
—SAM ALIPOUR



The second Parished defending the slide

POR A 6UY 1880 HAS YET to see a minute of NBA action, former No. 1 pick Greg Oden sure has kept our attention. And the spotlight will only be brighter when he finally makes his debut with the Blazers in the fall. With the kind of extended building, hi'd betaribe weekly to go. Oden has been working hard to get beck into game shape as he continues to raisely his right knee, which anderwent microfracture surgery list. September, in the resisted defensive skilds personal trimer Robb Rogers loops rabber bends excued Odents welet and upper thigh. As the big man takes lateral strides—crussing one foot over the other, as he does on the court—Rogers pulls on the bends, furcing Oden to use his core and leg muscles to stay balanced. The suarcise emphasizes coordination and strength as well as proper alignment of the legs. Ten mindful of everything I do to make sure I don't kill my knee? Oden says. After all, it's going to have to support the weight of his seven-foot frame—and of all our expectations.

ANNA K. CLEMMONS

CLUB KIDS

Manieured fairways too stuffy for you? Maybe a city street is more your speed. Across the country, factions of 'urban golfers' are hitting the asphalt links, armed only with Cuba for hockey or lacrosse sticks, in a pinch], tennis balls and a vision of the possibilities. Readways are fairways, hot dog stands hazards, and lampposts flagsticks.

Seme local 'Clubhouses' for wherever the 19th hole might fall is a plus too.

People do see it as a sport, "says Scott Mazariegos, founder of Portland's Urban Gelf Club," But 95% of the people who play have never stepped on a real course. It is a barhop more than enything." He's selling his game short. Last year.
Mazarlisgos helped or ganize the first
World Urban Golf Day in 40 cities worldwide,
a second is slated for the fall. Although
the prospect of makeshift duffers
hacking their way through crowded

downtown areas sounds dangerous. Meazariegos says his group plays low-trafficked areas and receives few complaints. The fiftee ance stopped us. then took a swing. The says "She concluded it was too fun to break up." Wow, sounds better than the real thing. —MEGAN BYRD

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We try to be feasy. We do. But vie're gu you've mined comic gold too. So give an your heat agents muscleton. Hillerty at little lov's Pay Morror game? A violt to Wrigley that went routh? If—mail the tale to reader.storiou@ sepretherneg.com. include easy photos you've get. The best will less in The May. Runners—up will be pasted on especialmag.com.

Bither may, overyone gets a chartele at your camenae. Seed deal?

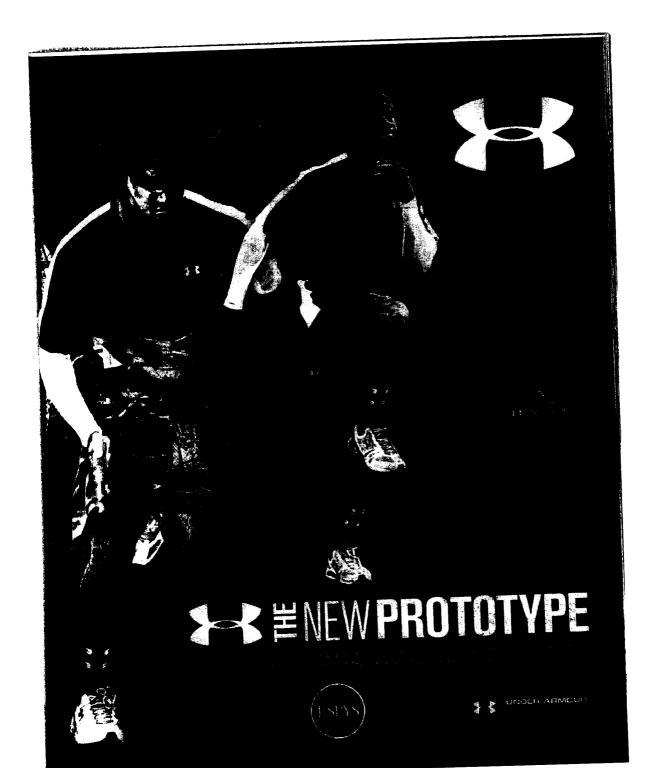


ALL NEWS Scheduling masts in Colorada puts junior gallers on course with local strippers ... Tigers' Brandon Ings pulls oblique adjusting son's pillow, put on 18-day IL ...

PRE-DRAFT PARTY



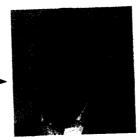
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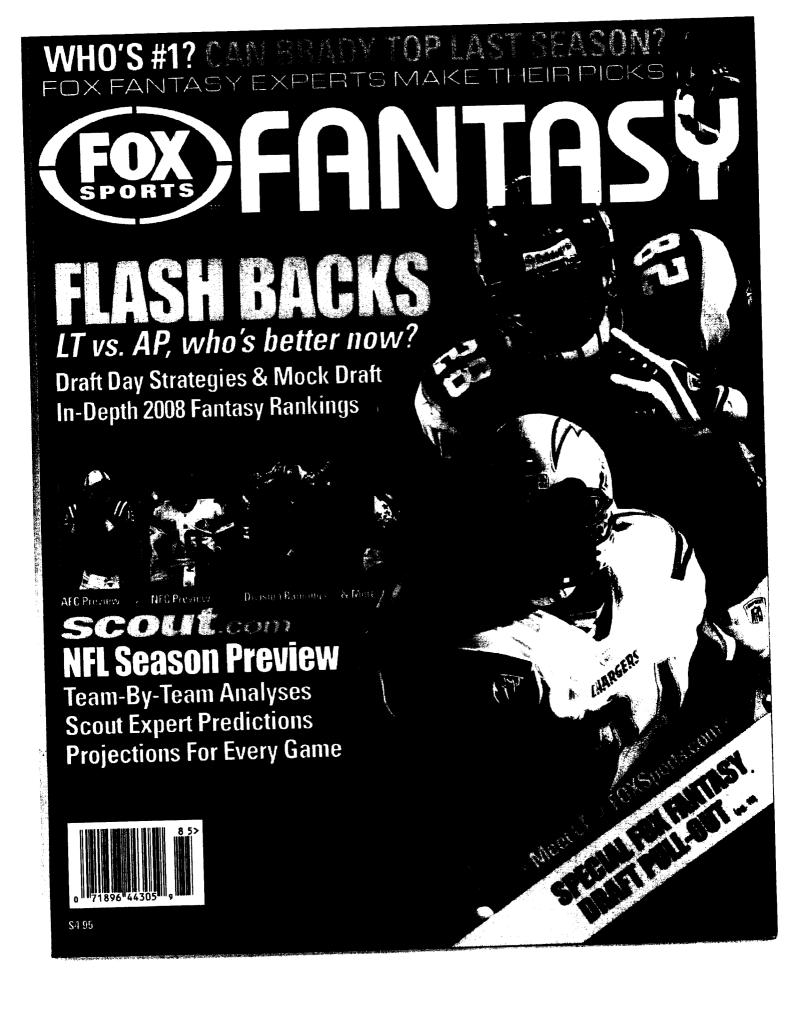
















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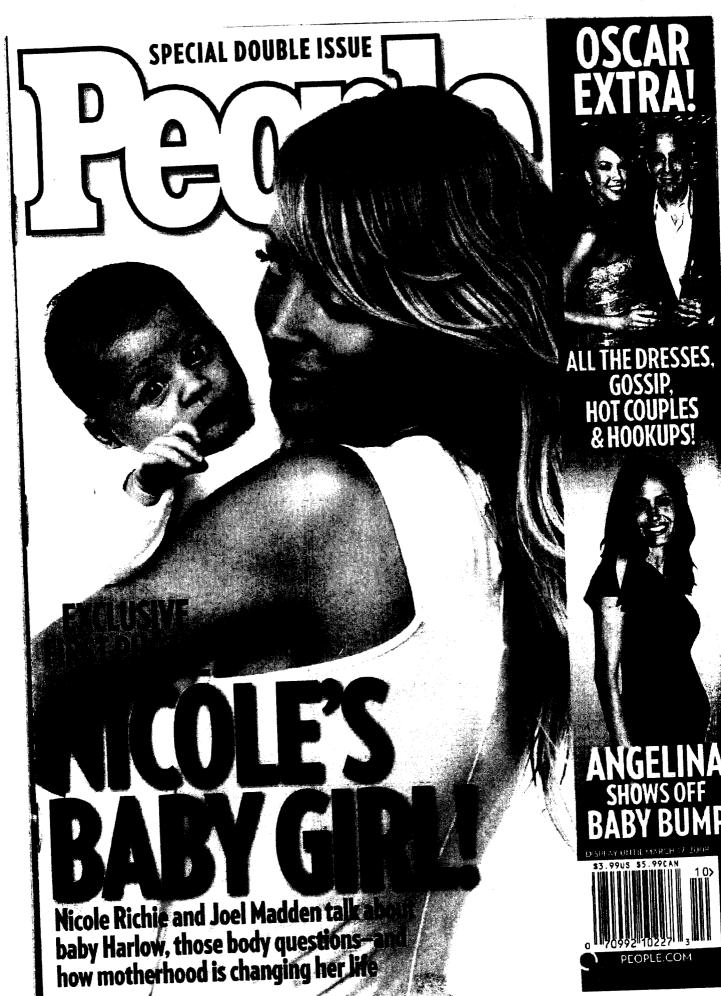
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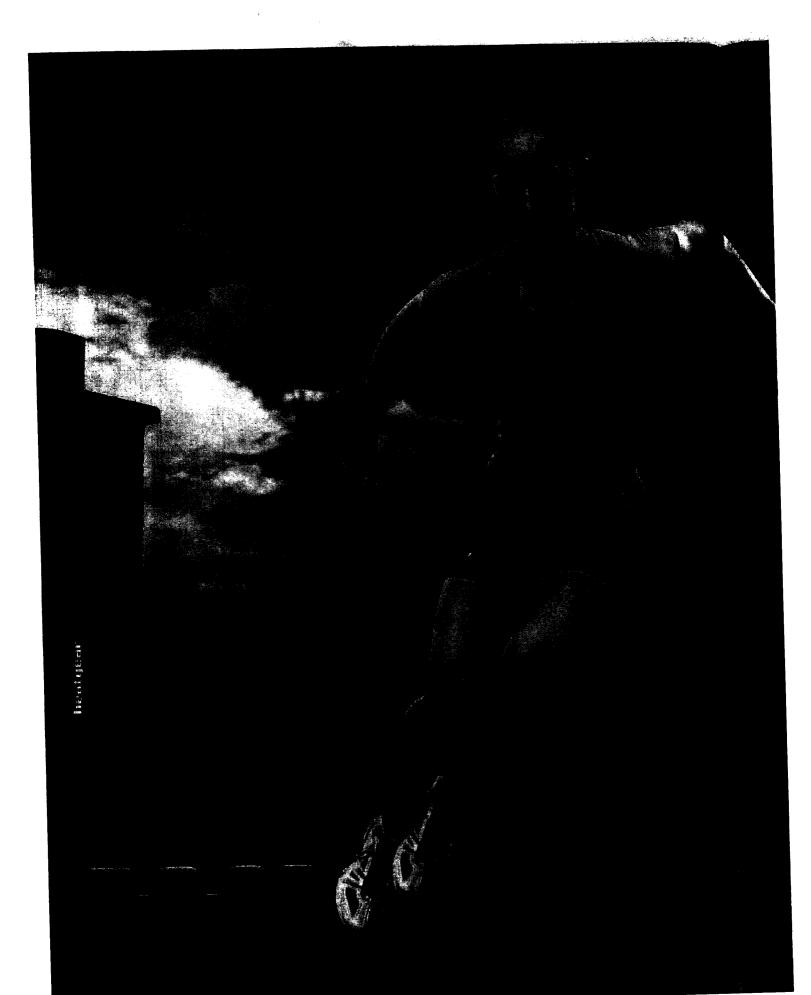
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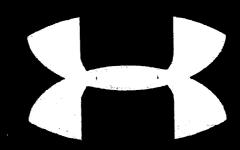
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BY KENNY MOORE



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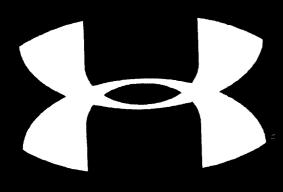












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Are Marathons Dangerous?

The Truth Behind the Scary Headlines

The One Stretch Every Runner Should Do (p.52)

Hero of Running and Navy SEAL David Goggins





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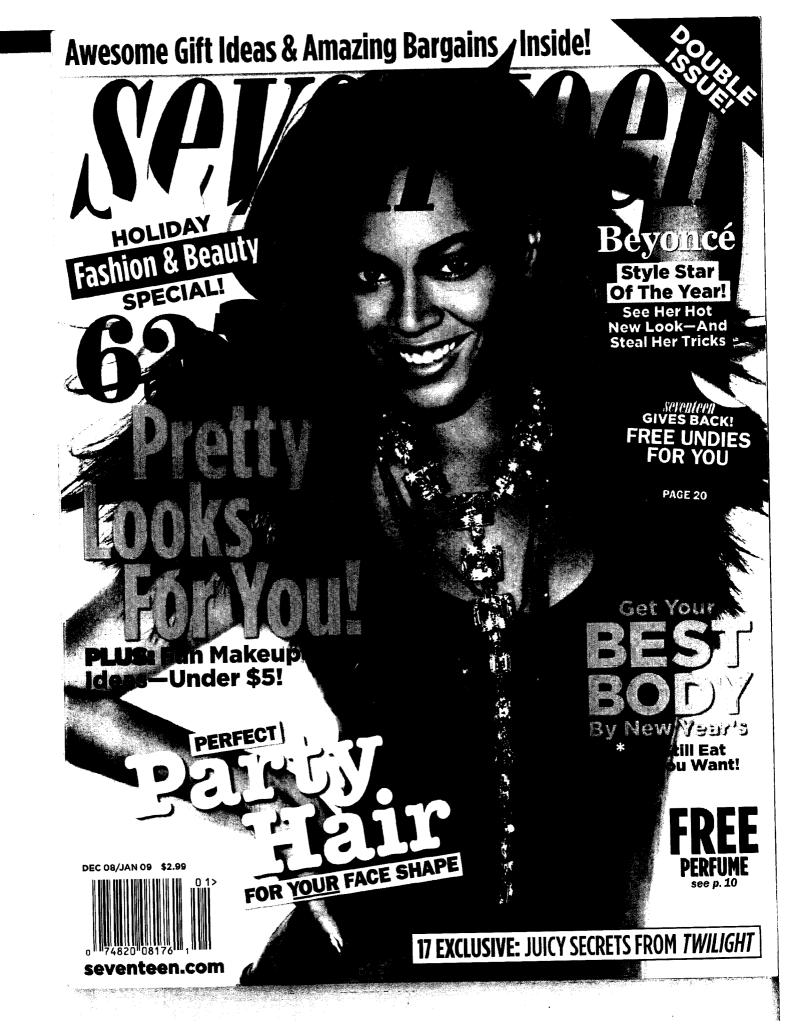
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All Star Express voted







body





Celeb Q&A with Ana Ivanovic

- Q: What do you do besides play tennis to stay in shape?
- A: I work with a fitness coach and do a lot of cardio, like swimming, cycling, running and working out in the gym.
- Q: What advice would you give to girls looking for a career as an athlete?
- A: Enjoy your sport, believe in yourself, and have other interests so you have a life outside of sports.
- Q: What inspires you?
- A: I am motivated by my love of competition. The more success I have, the more I am motivated to train harder.
- Q: How does is feel to be a part of the "Body By Milk" campaign?
- A: I'm excited, it sends a healthy message to teens that drinking milk, eating right and staying active can help you stay fit and healthy.

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Jen

Vera Bradley Sweepstakes

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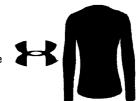


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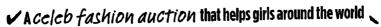




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✓ Cute charitable gifts for everyone on your holiday list

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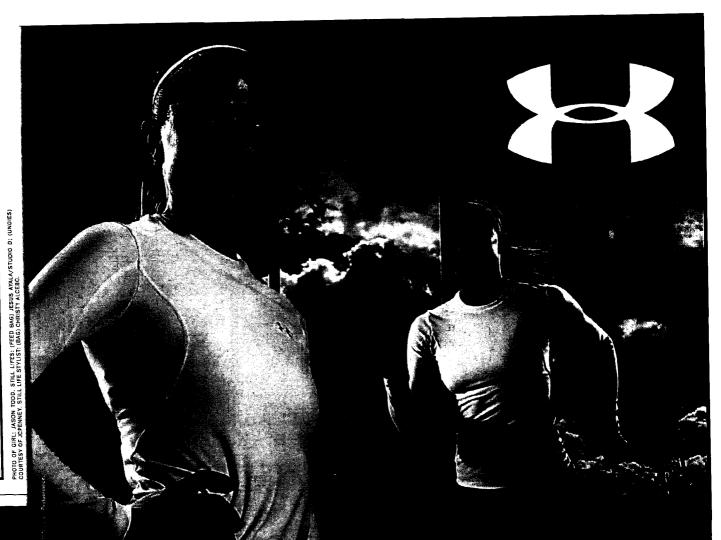
Finish Line



• Look for this icon throughout he magazine for ideas on how to help the world.



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Finally Talks
The Scandal That
Made Her Sorry—
And Grateful

COOL CLOTHES UNDER S 20

FRÉE VUNDIES p.3

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Break The Body-Bashing Cycle

3 Tricks To Try

New

Pretty Makeup Celeb Style Tricks Perfect Hair

FEBRUARY 2008

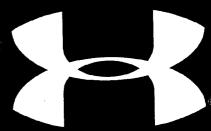


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Shocking Ways You Could Get Pregnant By Accident





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INTRODUCING UNDER ARMOUR PERFORMANCE TRAINERS



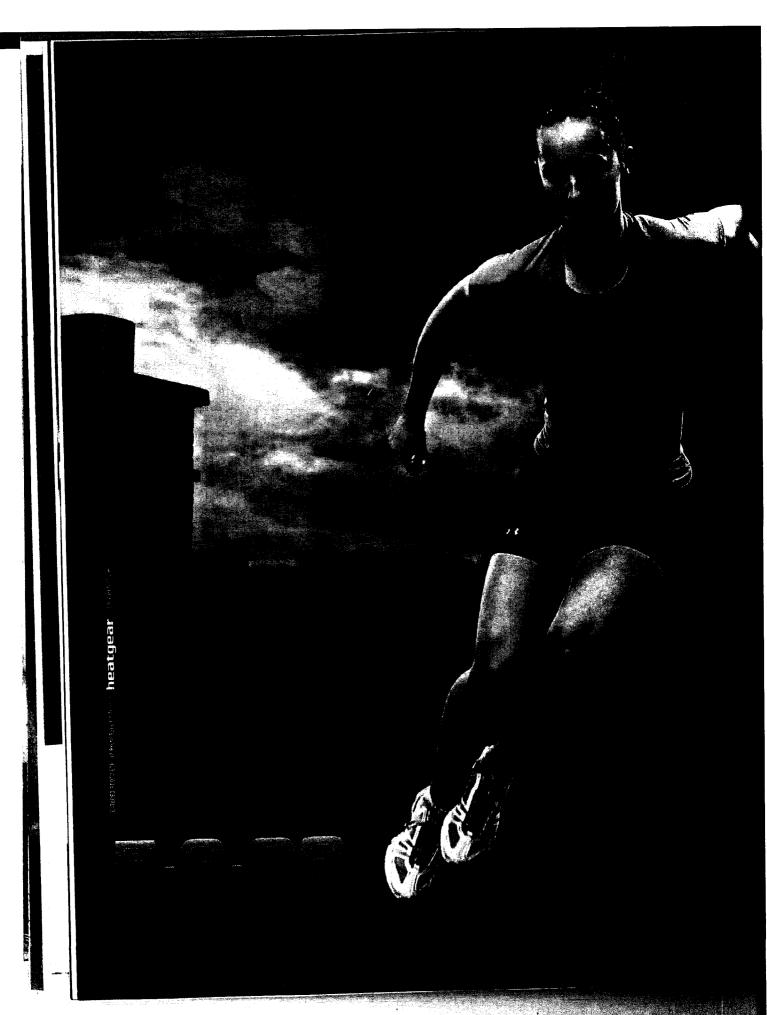
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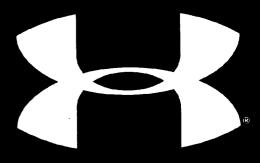


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THE HEALTH THREAT that's causing women to gain weight, p. 106

SHAPE YOUR LIFE

30-MINUTE PLAN

SHRINK YOUR BELLY BULGE

This step-by-step workout will firm up your abs, butt & thighs

Fabulous hair in 15 minutes flat

BURN 250 CALORIES IN YOUR LIVING ROOM

Carrie Underwood "I lost 20 pounds!"

Her 3 slim-down secrets, inside

RESEARCH PROVEN

FLODS

(THEY MAY EVEN SAVE YOUR LIFE)

> How your best friend can derail your diet

p. 114



PLUS ARE YOU AS HAPPY AS YOU DESERVE TO BE?

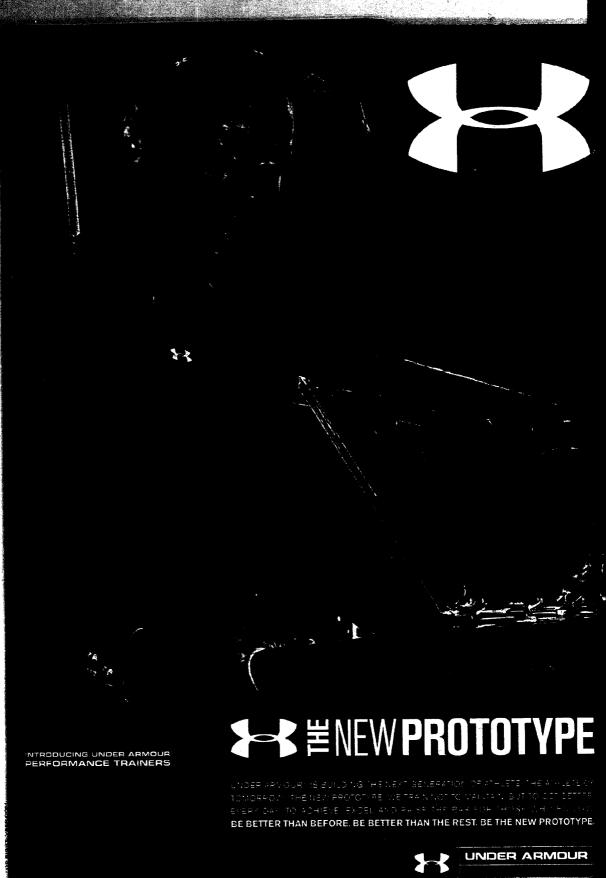


Downhill skiing burns about 400 calories an hour

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WARRUNDERARMOUR DOWN

success stories

"I have so much energy now"

After suffering a bout of depression, this reader reclaimed her life—and dropped 40 pounds—by taking up running. BY KELLY MARAGES



Sarah's challenge Five years ago Sarah was in an unhealthy relationship. She ate for comfort and spent her nights in front of the TV. During her engagement she put on 30 pounds (her dress had to be altered twice), and eight months after her wedding she reached 180.

Some friendly advice

"At my highest weight, I was a bridesmaid in a friend's wedding," she says. "My size 16 dress split when I was on the dance floor! I was so embarrassed." Shortly thereafter Sarah and her husband separated. Between that and her determination to lose weight, she began to turn her life around.

With the help of a diet-savvy friend, she cleared her kitchen of the Alfredo sauce, ravioli, and potato chips she had been eating and replaced them with lower-calorie items like marinara sauce, zucchini, and lean ground turkey. She stopped eating fast food and pizza. "I completely overhauled my breakfast too," she says, "cutting out things like sausage and bagels and eating oatmeal and fruit instead."

Hitting her stride

Still, Sarah shed only a few pounds. So she decided to add running to her regimen. "It was tough at first," she admits. But because she instantly felt more energetic, she stuck with it, jogging three times a week. When she didn't want to exercise, she would put on her running shoes anyway. "First I'd think to myself, I'll just walk; then, I'll just jog for four minutes. Eventually I'd find myself running for 25 minutes!" Sarah steadily dropped a pound a week.

Six months into her new routine, she was down to 155. Before she knew it, she had built up enough stamina to complete her first half marathon. "When I crossed

the finish line, I was crying," she se "I didn't think I would make it." I not only did she complete the rashe continued to train intensively, a ever the next three months she is another 15 pounds.

Ingredients for success

Now Sarah has taken on a n challenge: cooking. "It's amazing h my body craves healthy foods when I training," she says. After taking so classes, she began making sim dinners, such as broiled fish w steamed vegetables, seasoned wherbs from her garden. But as healt as Sarah's habits have become, it's confidence that's improved the mo "When I look back at that low point my life, I know I could never allo myself to go back there," she says. can't imagine being that person again

3 stick-with-it secrets

> Have a goal "I run a race every three to four months. It's easier to keep exercising when I work toward something." > Allow for mistakes "When I miss a workout or lose the late-night-snack battle, I don't get down on myself. I just eat right the next day and make sure I don't skip my run." > Give yourself an incentive "If I gain a few pounds, I take control of it right away. As soon as I get back to my target weight, I reward myself with some new clothes."

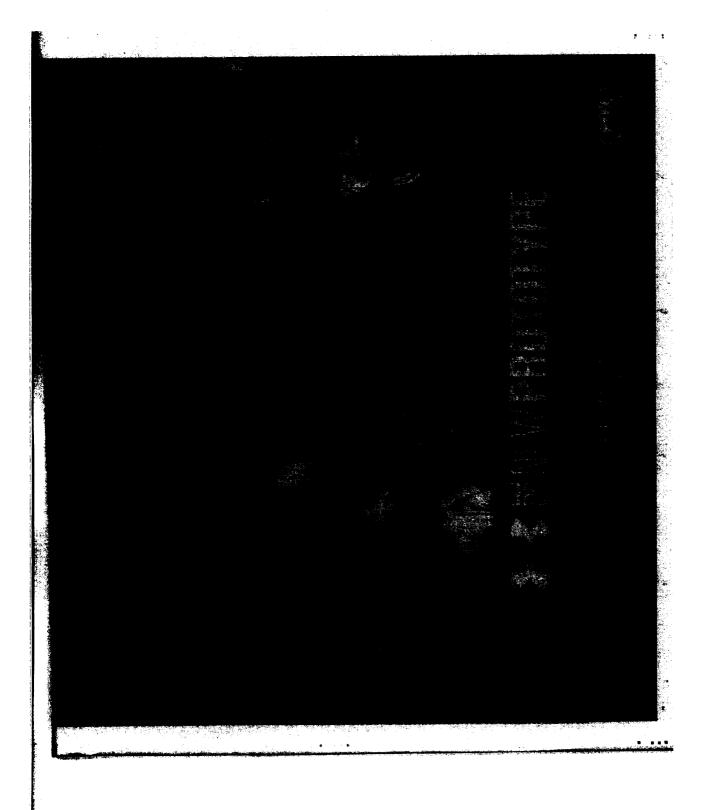
Weekly workout schedule

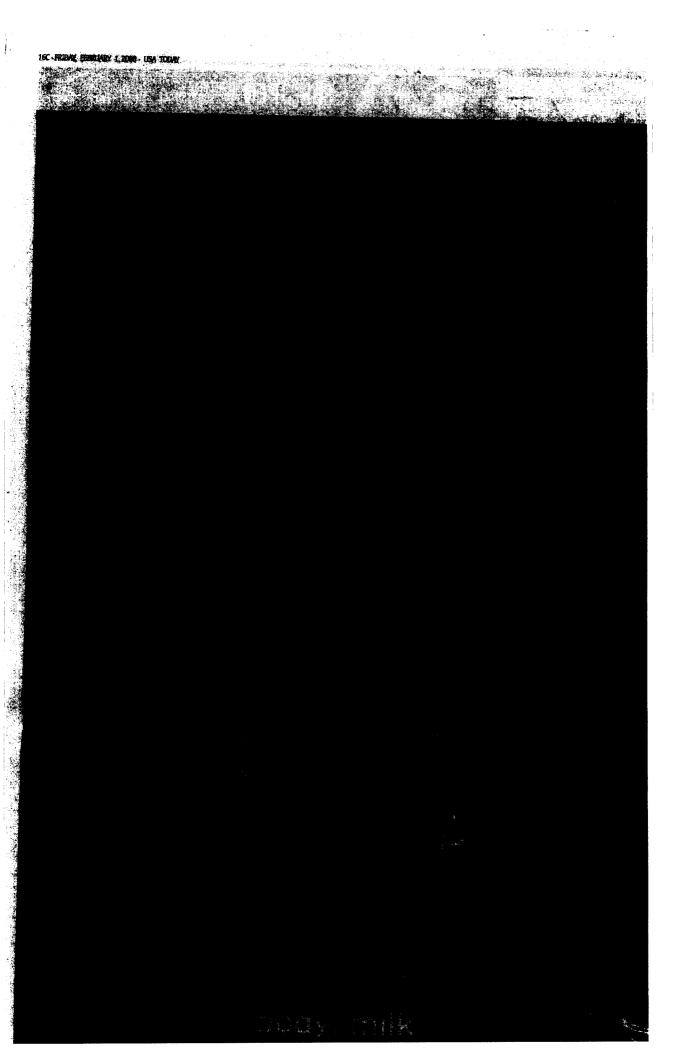
- > Running 30-60 minutes/3 to 4 times a week
- >Biking 45 minutes/1 to 2 times a week
- >Ab work 20 minutes/3 to 4 times a week

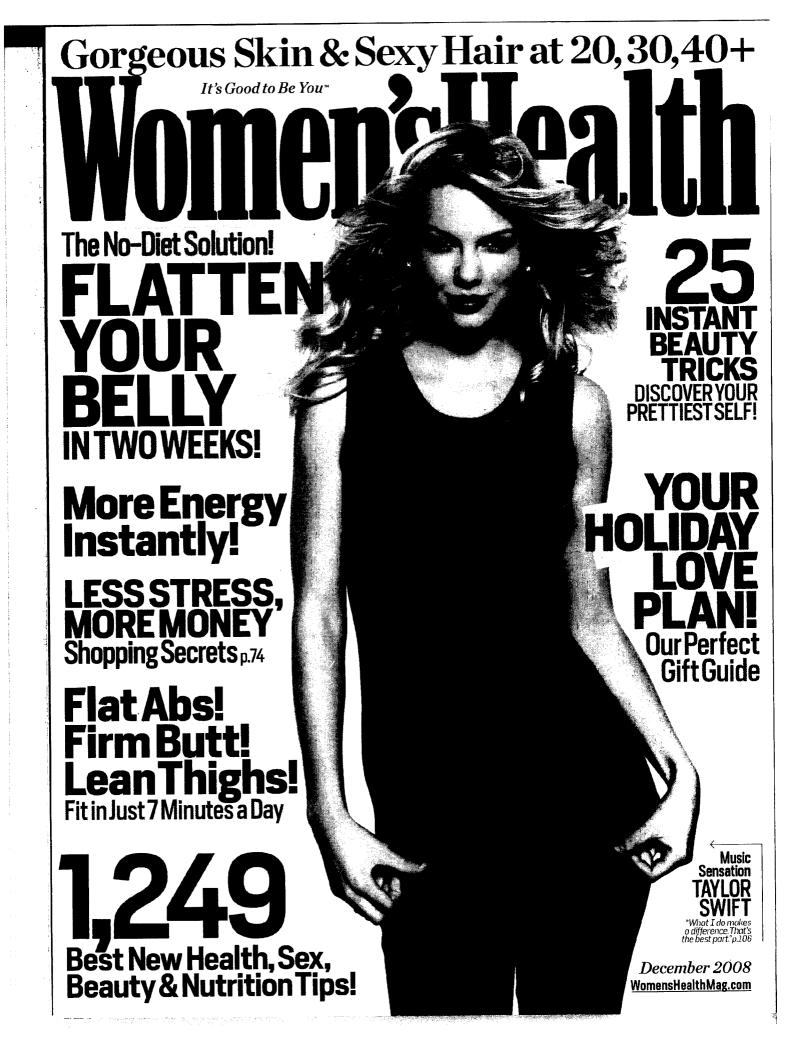


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Warm dry light performance in a new profite that is looser than the original but just light enough.



FITNESS

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heart-rate zone (go to womenshealthmag.com/ heart to find out yours), and for an extra challenge, I try to finish the whole workout faster than the time before. I spend about 60 percent of my time focusing on my legs, and then I hit my upper body and my core, which stabilizes the entire body. I take little breaks during my sessions to mimic the muscular demands of a practice outdoors, where I'll go hard for a short burst and then get a break on the chairlift."

Snack smart. "During competitions, my nerves make me lose my appetite, so I bring small snacks, like nuts, maybe peanut M&M's: protein and a little sugar to keep me going without weighing me down."

Spin away soreness.

"After a day in the snow, spinning is the best thing I can do for my legs; it flushes out lactic acid and gets healing blood in there. After a hard training or competition day, I spin for at least 20 minutes."





Jen Hudak, 22 the freestyle skier

Her sport: involves dropping down into a 500-foot-long halfpipe, flying up 18- to 22-foot-high walls, and flinging herself into the air to complete various flip-andtwist combinations—and then landing upright on her skis

Her creds: Halfpipe bronze medal, 2007 and 2008 X Games; U.S. freestyle national champion, 2006–2008

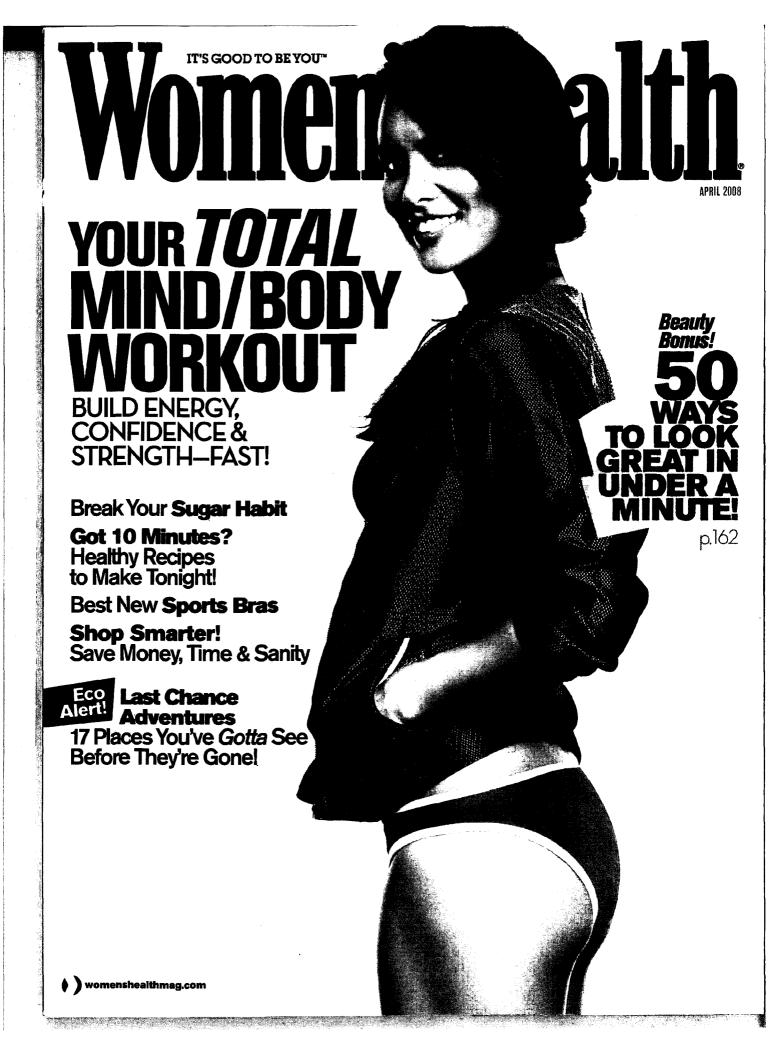
Know your weaknesses. "I started running this summer. I love that it's just you, the road, and a pair of shoes—and it also really exposes your weaknesses. After a run, I can tell what body parts I need to strengthen."

Write it down. "I write in a journal before every contest. At the 2008 nationals, I felt overwhelmed by injuries and the number of competitors. I wrote not to put too much pressure on myself. I struggled in the first round, then the fight came out in me, and I had an adrenaline rush like never before."

Visualize. "When I can see myself doing tricks in my mind, I know I'm capable of pulling them off in the pipe. I remind myself that I'm physically prepared to do this and that it doesn't matter whether I land it. There isn't a day when I don't crash, but my willingness to push the limit is part of why I'm at the top of my sport."

Let yourself heal. "Last April I dropped off a 30-foot cliff during a photo shoot and tore my ACL. The hardest part about being hurt was staying off my leg. But doing nothing is impossible for mel So I'd go to the gym and prop up my injured right leg on a Swiss ball and pedal a spinning bike with my left leg, then work my abs and let the rest of me rest."







undeniable

YOU COULD BE A MODEL IN THE UNDER ARMOUR

We're looking for 3 women whose stories of courage and survival illustrate why a physically active lifestyle is so vital to a healthy life with or without cancer.

underarmour.com/powerinpink

The chosen survivors will get an all expense paid trip to Baltimore for a 2-day photo shoot and interview session. Photos and videotaped stories will be used for Power in Pink in-store visuals, magazine ads, website, and/or other promotional materials. Winners will be chosen by 5/16/08.

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CHIGAL RULLS. Under Armour Power in Pink Contest. Specisored by Under Armour, Inc. Entires must be submitted online at zww.underarmour.compoweringmik beginning March 10, 2008 at 6 a.m. EST through April 30, 2008 at 11.59 pin. EST, Mailed entires will not be accepted. Odds of winning will depend upon the botal number and calibre of eligible entires received. Open only to: (1) femore residents of tell the United States who are 18 years of age or older at time of entry or (b) of Canada who are over the age of majority in their provincentendory of residence at time of entry, and (2) a survivor of breast cancer or currently fighting broast current. Springs available. ARY \$2,000 US, Void where prohibited by low. No purchase or payment necessary to orter or will. Contest subject to complete official rules, including judgement cherts, available at www.underarmoun.com/powerirphik.



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CONTRIBUTORS

What's your favorite international import?

"Mesa de los Santos coffee, from Colombia. I can't resist the taste and smell."

Keri Glassman

BIO Glassman discovered her interest in nutrition in college. "As a lacrosse player, I wanted to be a healthy athlete and fit into my skinny jeans," she says. Now the 35-year-old is the author of The Snack Factor Diet and has her own nutrition consulting practice. In this Issue Glassman debuts in Take a Load Off (page 48). Her goal; to break down food science and explain how it affects readers' day-to-day lives. She lives in New York City with her husband and two children.





"McVitie's biscuits, from England. The dark chocolate-covered ones are perfect on a hormonal day."

Kate Meyers

BIO Truman Capote helped Meyers find her calling. At 15, she read both In Cold Blood and Breakfast at Tiffany's and decided to become a writer. "These books are so different and equelfy fantastic," says Meyers, 47, whose work has appeared in In Style, Real Simple, and Redbook. In this issue Meyers talks to four returned soldiers for Not Your Average Desk Job (page 142). She lives in Louisville, Colorado, with her two daughters.

"Penélope Cruz."

Nathaniel Welch

BIO: "I love shooting pictures on location. It allows me to show people the beauty of their world," the 41-year-old says. Welch covered the war in Afghanistan in 2002 and traveled with John Kerry on his presidential campaign in 2004. His photographs have appeared in ESPN the Magazine, Fortune, and Rolling Stone. In this issue Welch captures his favorite hobby, fishing, in Charleston, South Carolina, for You Can Do This (page 34). He lives in Bellport, New York, with his wife and son.

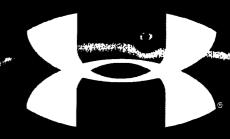




"Red wines from the Bordeaux region of France or the Toscana region of Italy."

Donovan Webster

BIO Having visited more than 100 countries, Webster can say "Send two beers to my room" in 30 languages. "My favorite place is the Sahara. At night the stars make me feel like I'm adrift in the universe," says Webster, 49. He has written for Men's Health, National Geographic, The New Yorker, and Vanity Fair. In this Issue Webster recounts his trek to India to see the endangered one-horned rhino in Alamo or Eden (page 158). He lives in Charlottesville, Virginia, with his wife and two children.







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Living Color The Asics Renah seamless bra, avail-able in four high-volume colors, looks good any-where. Our tester said: "I'd totally wear this without a shirt." Quickdry fabric controls sweat. Spandex hugs the body (our tester even wore it to bed!).

S/M, M/L, L/XL; \$38; asics.com



A Full Tank The ingenious **Champion Powerlite Empire Tech tank** has a double-layer bra for extra holding power and an empire waist that svelte-ifies anyone. Tip: Avoid activities that turn you upside down unless you like flashing your tummy.

S-XL, \$36; championusa.com



No Shake with That, Please

Our tester swears the Saucony Motion Sensor bra is "the only bra I'm comfortable wearing in front of guys at the gym." Builtin cups, made of a stain-resistant stretch polyester-spandex blend, hold you firm.

32B-40DD, \$45, saucony.com



No Sweat

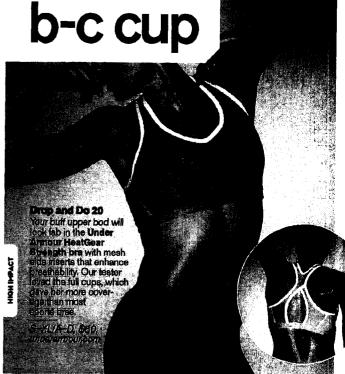
Bring on the humidity! Stay dry this summer in the lightweight CW-X Ventilator support bra. Mesh vents below the bustline and between the breasts keep you cool, and star-shaped webbing in the cups reduces jarring and bouncing.

32B-36C, \$50, cw-x.com



Did you know your body has its own built-in bra?







Black Beauty

Even an intense cardio workout couldn't shake our tester's love for the Shock Absorber Support Level 3 sports bra, with a protective layer in each cup for support.

32B-40F \$42, figleaves.com

What Goes Up..

A new study from the University of Portsmouth, England,

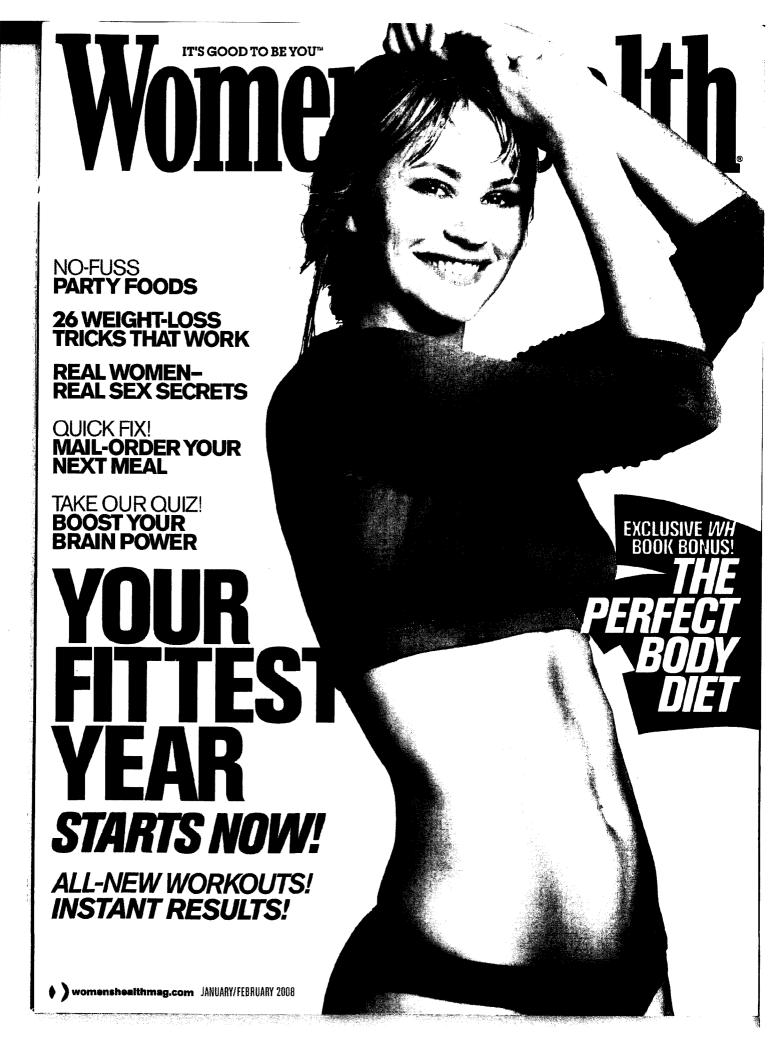
has found that nas tound that breats fly as much as eight inches up and down-yowch!-regard-less of size. They also go in and out and

go in and out and left to right in a sort of figure-8 pattern. Intrigued? Check out the bounce-o-meter (no joke!) at shock absorber.co.uk

/bounceometer.

Click on your cup size and activity level, then follow the

bouncing boobs.



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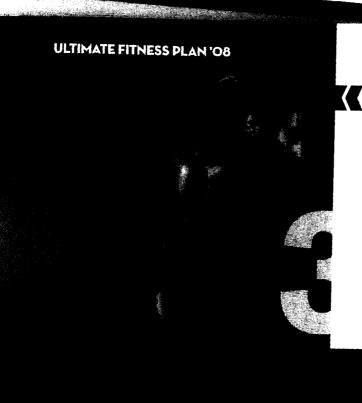
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TEST NO. 3 UPPER-BODY STRENGTH BALANCE PUSHUP

> Get in the bottom of a pushup position with your hands on a stability ball. Keeping your legs and body straight and your feet hip-width apart, balance on your toes. Extend your arms and push your torso off the ball until your arms are nearly straight. Return to starting position and repeat as many times as possible.

WHY WE PICKED IT According to a 2007 study published in the journal Applied Physiology, Nutrition & Metabolism, placing your hands on a stability ball when doing pushups makes your arms work 30 percent harder than when you have them on the floor.

WH FIT SCORE

Aspiring 1-4 pushups Solid 5-7 pushups Strong 8-plus pushups

SWISS
Moving Comfort tank
(\$45), moving comfort com,
Bady Up copsi (\$69)
In Specialization

TEST NO. 4 BALANCE & FLEXIBILITY STANDING BOW POSE

> Stand tall with your feet together and arms at your sides. Lift your left leg and balance on your right. Bend your left knee, then reach back and grasp the inside of your left foot with your left hand. Raise your right arm for balance. Slowly lift your left leg behind you, keeping your hips square and your left knee pointed toward the floor. At the same time, lower your torso, aiming to get as close to parallel to the floor as possible.

WHY WE PICKED IT Talk flexibility and everyone wants to know if you can touch your toes. But it's really the muscles that make up the front of your body—especially your hip flexors and quads—that are the most likely to be as stiff as frozen taffy.

WH FIT SCORE

Aspiring Torso vertical to 45 degrees toward floor Solid Torso 45 to 90 degrees toward floor Strong Torso 90 degrees toward floor

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WOMEN'S REASTH JANUARY FEBRUARY 2008 Wester of built out, on



Covez Danskin turtleneck (\$24), danskin.com /womenshealth.htm TYR Sport workout bikini bottom (\$36), tyr.com, 800-252-7878

In Focus Beauty Fly Right SES 60-66 Graphic Image luggage tags (\$30), neimanmarcus.com

In Focus Style Hard Candy PAGES 70-72 Apple iPod nano (\$199), apple.com Casio EX-277 (\$200), 800-378-2753 Dell laptop (\$699), dell.com Fashionation ear buds (\$7.95), fashionationstyle.com Fujiffim camera (from \$150), 866-216-1072 GE E1040 (\$250), 866-216-1072 Joby Gorillapod (\$25), 888-569-5629 Kensington mouse (from \$35), 800-235-6708 Kingston Technology DataTraveler (from \$10), 800-835-6575 Kodak camera (\$150), 800-235-6325 Olympus Stylus 790SW (\$300), olympusamerica.com RCA Jet Series mp3 players (from \$79),

Samsung phone (\$100), 800-922-0204 Schtickers LapSchticks (from \$20), 800-610-9776

This Is Your Year! PAGES 116-121 Aerie f.i.t bra top (\$25) and running shorts (\$25), aerie .com, 888-232-4535 Alo capri pants (\$50), alosport.com Asics Gel 1130 sneak-ers (\$80) and Kinsei 2

(\$180), asics.com Bitten SJP cropped pants (\$11), bittensjp .com for stores Body Up spaghetti strap tank (\$45), navy halter (\$55), V-neck tank (\$55), black capri with blue piping (\$65), black capri (\$59), capri (\$69), and contrast top (\$59), bodyupfitness .com, 877-6BODYUP **Brooks Sports** Trance 7 sneakers (\$135), brooks

running.com Champion O2Cool compression shorts (\$30) and knee pants (\$36), championusa .com, 800-999-2249 Danskin double V-neck tank (\$44), danskin .com, 800-288-6749 Luiulemon Flow Y bra (\$32) and reverse groove pants (\$84), lululemon.com, 877-263-9300 Moving Comfort endurance support tank (\$45), moving

comfort.com PrAna Kari top (\$46), prana.com Puma shoris (\$28), 888-545-7862 RyKä MoaMoa sneak ers (\$70), ryka.com

Timex Ironman Triathlon Sleek 50-lap rsvp-intl.com watch (\$60), timex .com, 800-448-4639

> Page 44 caloriecount.about.com

Under Armour shaper bra (\$40) uawoman .com, 888-727-6687

The WH Perfect Body Diet PAGES 134-141 **Moving Comfort Mini** Peak fitness shorts (\$26), movingcomfort com for stores Norma Kamali top normakamali collection.com

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Answers to "Hey, Einstein!" pas 128-133

quiz and jinx

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referee, tenth, pizzazz, engaging

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Page 76 backonmyfeet.org, habitat.org/wb, schoolonwheels.org

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intelligentsiacoffee.com. klwines.com, melissas .com, murrayscheese .com, nimanranch.com, trentonbridgelobster.com

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Page 152 rei.com, resistance wear.com



pack right >> Your Checklist pg. 39

➤ Base layers Bula Pixels Micro Stretch Layer One Top, (\$55); Bula Dots Micro Stretch Layer One Pant, (\$55), bulabula.com for stores

Climbing skins Black Diamond GlideLite STS skins (\$98-\$160),

blackdiamond equipment.com

> Filter Aquamira Frontier Pro filter, (\$20), outdoor ready.com

➤ Gloves Outdoor Research Snowline gloves, (\$39), outdoor research.com

➤ Hat Outdoor

Research Diamond Beanie, (\$20), outdoor research.com

➤ Headlamp Princeton Tec fuel headlamp, (\$25), princetontec.com

> Pillowcase Cocoon pillowcase. (\$10), edwards luggage.com

➤ Slippers Woolrich Nittany Run slippers, (\$45), woolrich.com

> Socks Teko **EcoMerino** wool ski thin socks, (\$19), tekosocks.com

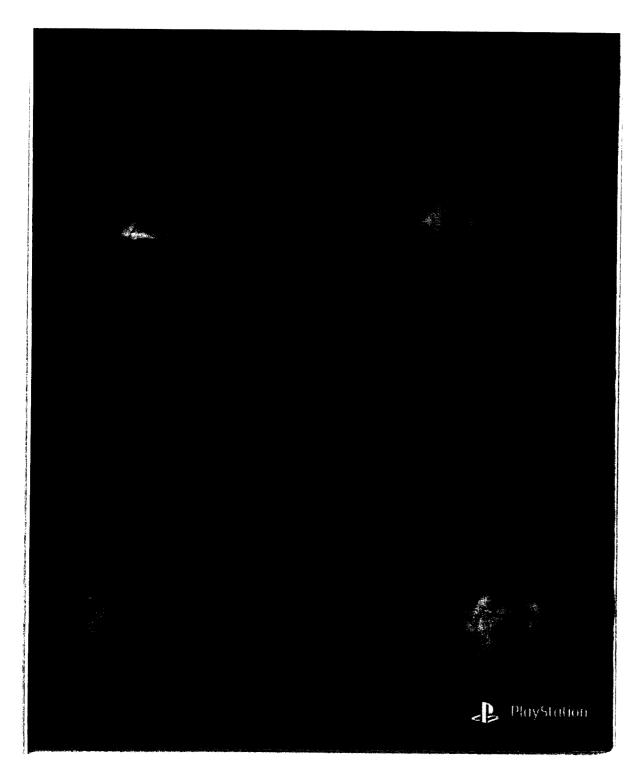
➤ Sunglasses Ryders Eyewear Diamond sun-

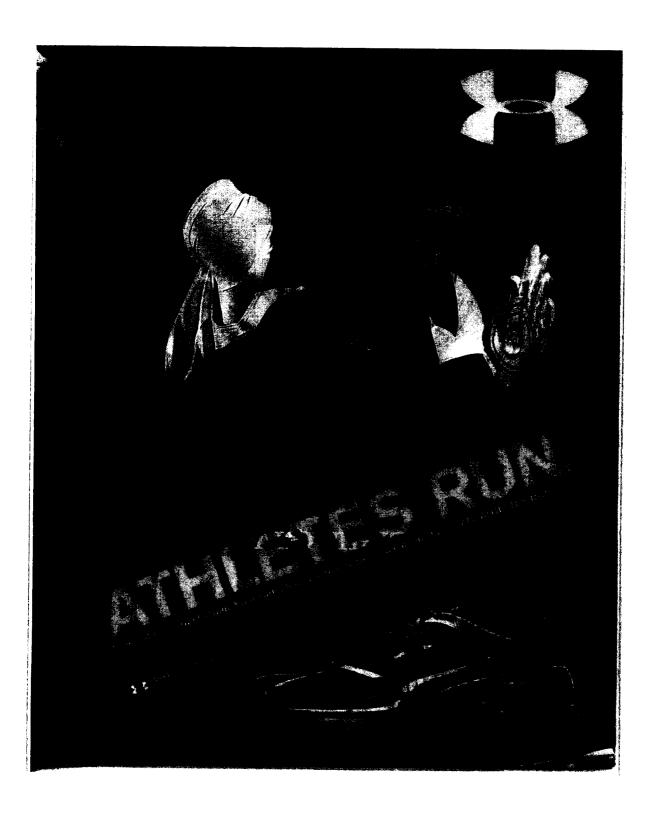
glasses, (\$50), ryderseyewear .com for stores

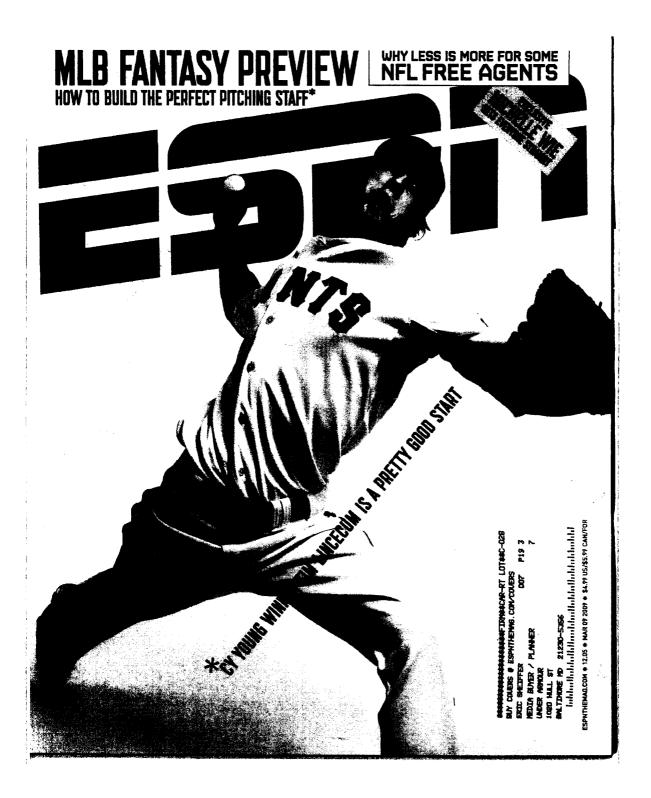
> Towel MSR Packtowl UltraLite. 9" x 20", (\$10), msrgear.com

➤ Vest Marmot Firefly yest. (\$100), marmot .com

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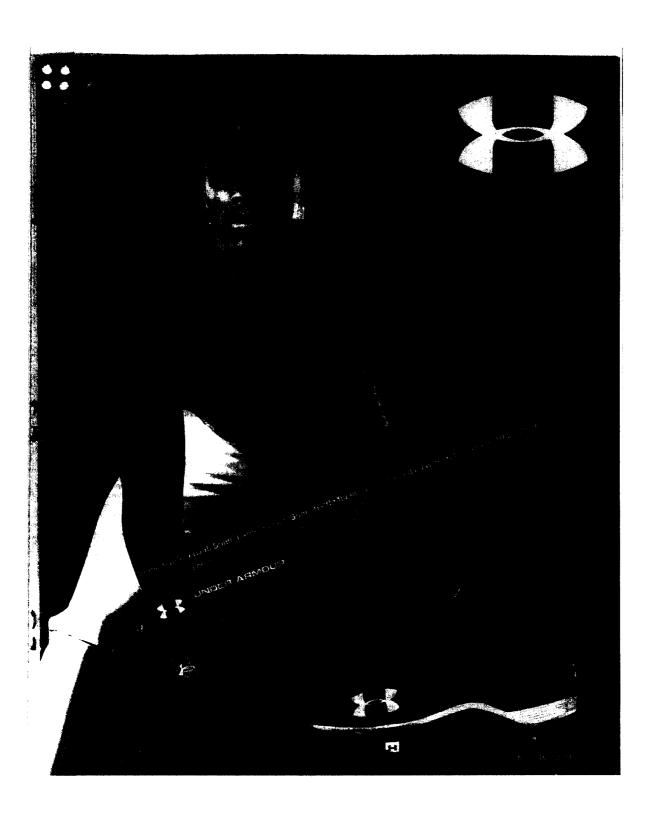
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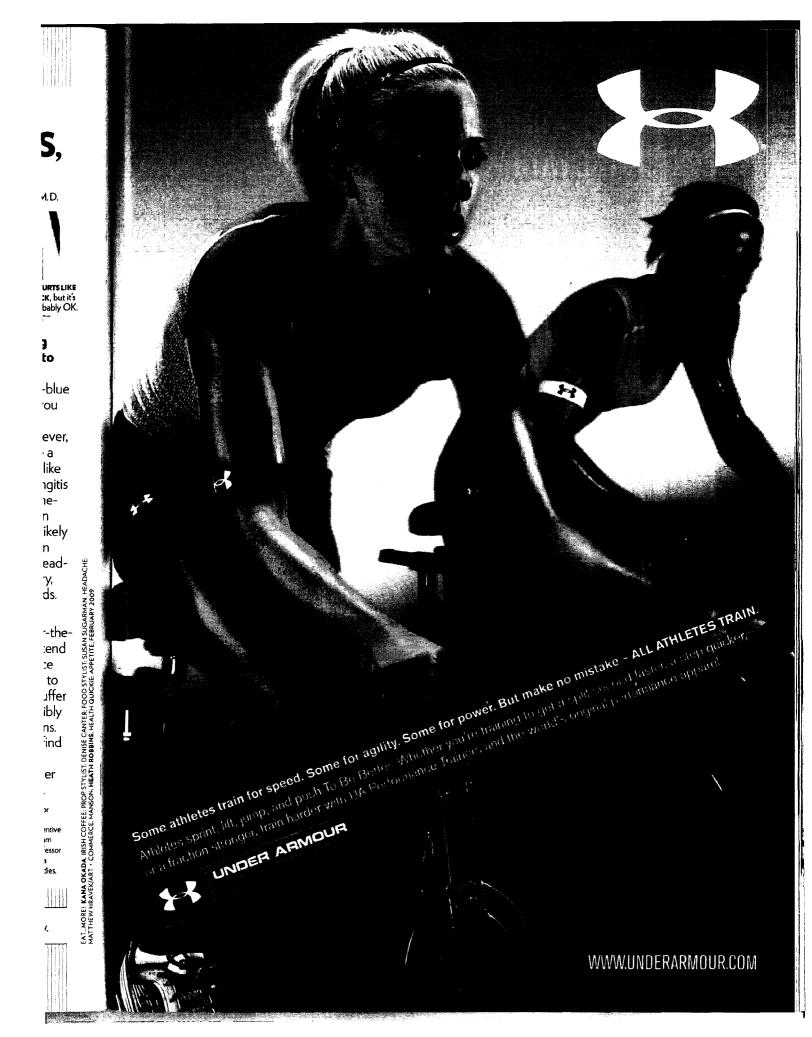
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Jennifer On Lasting Love, Heartbreakand 8 Really "He's Just Not That IntoYou" **PAGE 191** And 5 Hilariously Bad Ones How to Save \$250 This Money Women Like Swear By Nov Month us Win a Lifetime of Shoes—Free!



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Great Abs

15-Minute Workouts

That'll Make You Strong and Fast RUN MORE, STRESS LESS

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FOODS EVERY RUNNER SHOULD EAT

And Proof You Need More Chocolate

Why Older Does
Not Mean Slower

10 TIPS
For Surviving
Tough Runs

BACK ON THEIR FEET

Homeless Addicts Take On A Half-Marathon

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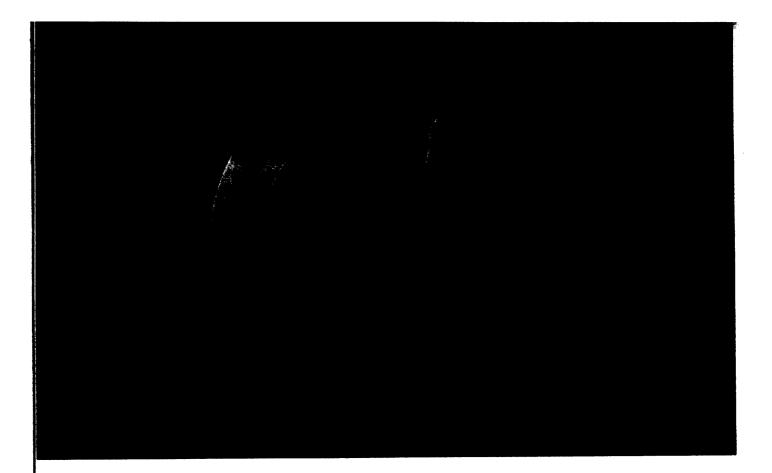
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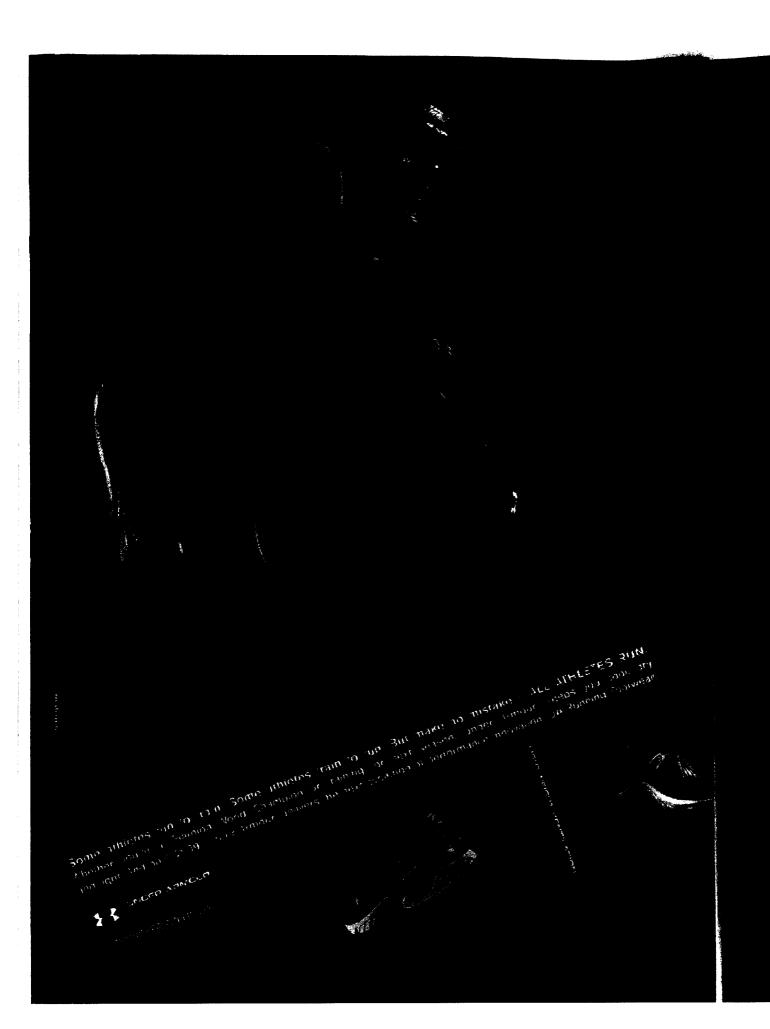
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Running

BRIDGE TO SOMEWHERE Al Price (in blue) and Mike Solomon (in white) lead Back on My Feet runners and coaches across Philadelphia's Ben Franklin Bridge.

They were homeless

But a half-marathon?

Trouble

The first time Mike Solomon smoked crack, he ran.

He was at a friend's house, and somebody pulled out a rock. They'd smoked plenty of weed before, but here was this new thing, with this new pipe; Mike doesn't remember if he had even heard of it before. His friend taught him how to smoke it, and gave him a hit, then told him to go down the street and grab a case of beer. He stepped out of the house, and he doesn't know why, but he just started running. Full tilt. Sprinted in the darkness. Maybe it was two blocks, maybe 10. He got to the store and didn't blink once. He couldn't believe how it felt.

He bought the beer, left the store, and again, he ran. He arrived back at the house faster than anyone there had expected, out of breath and wild-eyed. His friends looked at him in the doorway. He couldn't figure out why they couldn't stop laughing. He looked down and saw a half empty case of beer in his hand. A trail of cans lay all down the street.

"I was like, 'Whoa,'" he says. "'Give me another one of those."

It was an early summer morning in 2007, and the sun had yet to come up. Abdullah Dorch and Craig Hall still had sleep in their eyes. But their beds at the Sunday Breakfast Rescue Mission in downtown Philadelphia weren't free; they had to earn their keep by fixing breakfast for the few dozen transients who soon would be lining up outside, looking for something to eat.

Later in the day, the mission would transform. The dingy downstairs would fill with 20 or so men sweating, wearing more than they should be in the summertime, no closet in which to stash the winter coat. They'd trade stories of what happened out in the world since the last time they were here, and absent-mindedly thumb through the copious Christian literature there for the taking. It would take a couple tries for the voice saying it's time for chapel to rise above the chattering din.

But at 5 in the morning, the only sounds were the quiet suck of a refrigerator being opened, a dropped spoon clanging on the floor, and the sleepy groan that followed. The kitchen overlooked a forgotten block of 13th Street, with the occasional body sleeping under a

BLOND AMBITION
During an early morning run, Anne Mahlum
got the inspiration to help Philly's homeless.

blanket on the cracked sidewalks, trash blowing up the street from Chinatown. The foot traffic here was mostly confined to those loitering outside the shelter, which was why the sight of a pretty blond girl jogging down the street was enough to make Dorch and Hall set down their spatulas and take notice.

"What is she doing here?" Dorch asked.

"What is she thinking?" Hall followed.

"She's gotta be crazy."

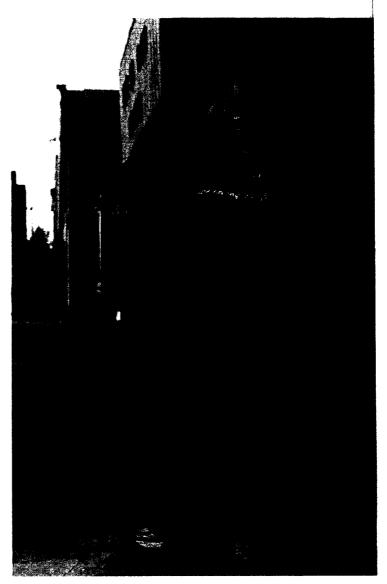
"Or lost."

"Does she know where she is?"

The next day: same wrong neighborhood, same time, same pretty blond girl. Clearly, if she was here again, she wasn't lost, which narrowed down the possible explanations for her choice of running route considerably.

"That girl is crazy."

Crazy, and persistent. She kept coming, enough that the two men began to expect her, to look for her. And eventually, in a tradition dating back to the beginning of men and women themselves, they called out to her.



ON A MISSION Original BOMF runners Al Price, Abdullah Dorch, James Shepherd, Darren Gordon (standing, left to right) and Mike Solomon (crouching).

"Hey, Runner Girl! What are you doing here, Runner Girl?"

The story might have ended like that. A couple of men yelling at a pretty blond, a pretty blond running by and disappearing around the corner to go about her life. Dorch and Hall might have remained a couple of homeless guys, and Anne Mahlum might have remained just another Crazy Runner Girl, if not for what happened next: She smiled, and waved.

For a long time, Philadelphia was a model for other cities trying to tackle the problem of homelessness. In the late '90s, the city invested millions of dollars to get people off the streets and into homes. The homeless population of downtown Philadelphia dropped from more than 800 in the summer of 1997 to just over 200 by the summer of 2000. But since then, it's been climbing, with the count topping 600 in the summer of 2007. And this doesn't take into account the number of people sleeping in shelters; many facilities across the city report they're operating at capacity.

Someone can end up homeless for any number of reasons. Lack of affordable housing is a

big factor. There's mental illness, common among the homeless population. And many on the street have or have had problems with substance abuse. Like Mike Solomon and his battles with crack. Or Abdullah Dorch and his cocaine. Pick any guy at the Sunday Breakfast Rescue Mission, and he'll likely tell you his story. They have all taken different paths to get there.

Their life stories were not on Anne Mahlum's mind that first morning she ran by the mission. But the next day's run produced the smile and the wave. A few runs later, there was a "How you guys doing this morning?" And then on one run, a few steps past the shelter, a thought suddenly came to her: Why do I get to be the runner, and they have to be the homeless guys? Why can't we all just be runners?

Mahlum surely was not the first runner to have such a sentiment, but she had a mind for organization and planning that turned the feeling into action. The 27-year-old had just quit one public-relations job to take on another; she was going to be a big-time manager of government relations for a cable TV company. But before she started her new gig, she approached Sunday Breakfast with an idea to start a running club for the guys living there. She is a tough person to say no to—her capacity for public relations and marketing seem more personality trait than job skill—and the shelter decided to give it a go. Within a few weeks,



she found funding, secured sponsorship and assistance from a local running store, recruited volunteers. She came up with a name, a PR person's dream: Back on My Feet. In the glacially paced world of nonprofit organizations, BOMF, as it would become known, was a runner among walkers. She never made it to that job at the cable company.

It is a crazy idea, when you read it or speak it: a homeless running club. Crazier, maybe, was her plan to get a bunch of guys who weren't running a step to run a half-marathon just a couple of months later. And the craziest thing of all, perhaps, is the theory that something as simple as running could help a group of homeless guys get their lives back on track. But when Mahlum says, "I really believe the joy that running has brought to my life can bring something positive to these guys," it doesn't sound crazy. It doesn't sound like marketing or spin. It sounds like the words of someone who believes.

When you take people from two different worlds and put them in T-shirts and running shorts, there's no distinguishing their histories. So on this August morning, an observer from afar would see not a group of four or five homeless guys made up of ex-cons and former crack addicts gathered on a side-





MORNING GLORY
In the predawn hour, the BOMF runners and coaches "circle up" in prayer (left) before taking off on a five-mile run.

walk outside a shelter in Philadelphia, but a bunch of guys in running shorts up at an ungodly hour, about to go for a run.

It's about a month into the life of Back on My Feet. The first few men to sign on had joined less out of a desire to run and more because it was better than doing nothing. And, of course, they could spend a half hour with a pretty blond girl, even if she was a Crazy Runner Girl. Still, they had been suspicious. Who is this girl? What does she want? Why is she here?

The runs, at first, were slow, and short, with a fair amount of walking thrown in. Mahlum, to everyone's surprise, kept showing up. And she kept jogging up beside them, saying "looking good" or "take it easy." They were used to people coming and then going, but she, apparently, wasn't going anywhere. She was there every other morning, every mile. She told them they'd keep building, and in November they'd be able to run the Philadelphia Half-Marathon.

With every step of running, they trusted her a little more. They saved their skepticism for the runs themselves, as this fast-forward version of their mileage buildup reveals:

Anne: Guys, today we're running one mile.
The Guys: One mile! You gotta be crazy!
The Guys, after the mile: That was easy.
Anne, a couple of days later: Guys, we're going two miles.
The Guys: Two miles! You gotta be crazy!
And so on.

Today, more miles await them. Anne looks around at Mike Solomon, Craig Hall, and the rest of the bunch, doing what runners do: complaining about having to go run, stretching against parking meters. Now that Solomon is in his 40s, his hair has a lot more gray in it than when he made his crack-fueled beer run several years ago. Abdullah Dorch is a few steps up the sidewalk, ignoring the chatter around him. Mahlum has a smile that never leaves her face, and a confidence that makes "Are you ready?" sound like "You are ready."

"All right guys, five miles today. Just run a real good, steady pace. Are you ready?"

This isn't their first five-miler, but heads still shake in disbelief,

as if it were impossible for any human to run that far.

"We gotta circle up, Anne," says Solomon, bouncing up and down and smiling through his beard.

"Oh yeah! I thought we-yeah. Circle up."

The group gathers in a circle, arms over shoulders. "Shep?"

This duty gets traded around from runner to runner, but Shep, as James Shepherd is known, ends up doing it the most. His prayers are long and rambling, and the solemnness of the moment he's trying to create has often broken down into suppressed chuckles by his third or fourth "and." If Shep's endurance in running ever catches up to the length of his prayers, the group may have an ultramarathoner on their hands. Everybody looks to the ground as he begins. "Lord, we thank you for all the many blessings you've given to us, and we thank you for this morning and for waking us up this morning and for bringing us all here together and in good health, and for protecting us and keeping us safe on this run—"

There's a collective inhale as the runners open their mouths for an *amen*, but Shep continues. "And we thank you for keeping us strong and giving us the strength to run with, and we thank you for giving us each other to run with...Amen."

They repeat the *amen* back, which for these guys pretty much means *go*. The circle breaks, and Mahlum looks at her watch. It's nearly 6 o'clock. "Let's get going!"

Solomon, Dorch, and Shep, as well as Al Price and Darren Gordon, walk a few steps, until their walk turns imperceptibly into a shuffle, and then to a jog, and in a block they're running. They turn onto Arch Street, where two homeless guys sleep in bags atop flattened boxes. A few months ago, the runners may have lived much the same way, but if it occurs to them this morning.

Anne kept coming around the shelter. Finally, the two homeless men shouted to her, "What are you doing here, Runner Girl?" they don't show it. They're focused on the task at hand: the unlikely goal that Mahlum set for them, the half-marathon.

Solomon starts singing in the cadence of a military march. "I wanna run a marathon!"

The guys answer back: I wanna run a marathon! "Gonna keep running from dusk to dawn!"

The group erupts: Gonna keep running from dusk to dawn!

Abdullah Dorch is lean and muscular, he doesn't look like he's pushing 40. His upper body is an inverted triangle, more fit for a linebacker than a runner. He's handsome, with dark eyes that flicker as he talks. When he smiles, he reveals one chipped tooth never repaired. The rest of the guys run in a pack that spreads out and condenses and spreads out again over the miles, but Dorch is usually off to the side, on his own, a bounce in his stride as if he's always a few steps from taking a giant leap. Something about him looks meant for this, though, and passersby probably imagine he's jogging from the gym rather than a homeless shelter.

He keeps his mouth shut as the *I wanna run a marathon* song is sung. There's something solitary and withdrawn about him that suggests he follows his own rhythm.

Growing up in South Carolina, he always saw himself as a "good kid." He kept to himself, loved his grandmother, did what she told him. He says he always had a song in his head, either tunes he'd written or the well-memorized lyrics to Michael Jackson's Off the Wall. The default position of his brain was never silence. There was always music playing.

In his late teens, in the mid-'80s, Dorch decided to make a career out of music, and he left South Carolina for New York City with a couple of friends. He says they laid down some vocal tracks at a studio, but nothing ever came of it. He started using cocaine, and pretty soon he'd stopped thinking about music and spent most of his time trying to get high. "Music was my antidote," he says. "Then coke took over. The drug wanted to be my only love. I loved it, and I didn't want to let it go."

In his early 20s, the music that had played in his head his entire life went silent. Where there had been symphonies, there was only quiet. His obsession with music had been replaced by addiction. He lived on the street. He conned people and he stole, mostly from drug dealers, he says. He spent the next 10 years in and out of prison. "I was a born masterminder," Dorch says. "I always used it for bad."

In July 1997, Dorch robbed a drug dealer but later got busted. In court, the judge held up his record of offenses and said, "You're a career criminal."

"I was like, 'No, no. I just played the part,' Dorch says. "'I'm the one my grandmother raised." Dorch had viewed himself as two selves: There was the one out on the street hustling just to get by, and his true self, a good man, the one his grandmother raised. The judge was telling him they were the same person. "My lie ended. I was 28, 29, and I saw my life over."

He did his time. He told himself he'd changed. But on his first day out, in November 2006, he got high. He saw himself falling into the old pattern, and it jolted him awake. "Every time I'd get into a good place I'd say, 'Lord, don't worry, I got this.' And I'd fall right on my face. This time I was ready to do something different." He checked himself into the Sunday Breakfast Rescue Mission, determined to "put it in His hands." He thought he was signing on for religious healing, but when Back on My Feet came along, he figured running couldn't hurt.

Ten months later, training for the half-marathon and being coached by a Crazy Runner Girl, he's found that running is one thing he can't con. You can't flash a smile at a distance race and tell it you did your long runs when you didn't. You can't convince a marathon you've trained; if you haven't, it will reveal your lie, and harshly. He keeps running, and the silence in his head as he moves along the road is a warning of what's at stake.

Growing up in North Dakota, Anne Mahlum had few complaints. School came easy. Soccer and basketball came easy. She had lots of friends. Her family went to a cabin on the weekends. She spent summer afternoons playing in the yard. It seemed, in her words, "a perfect life."

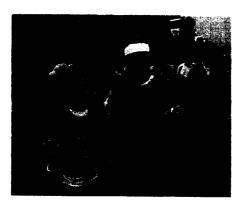
When she was 16, she came home from her boyfriend's place on a hot July afternoon, and the big wooden door to her house was open. Only the screen door was in place. She saw her father sitting on the edge of the couch. Something was wrong. She walked over and sat down in a chair across from him, and looked into his eyes. "What is it, Dad?"

He cried as he told her. He had a gambling problem. A big one. He had just gambled away most of the family's life savings. Her Mom was kicking him out. It was a small town; people would talk. She thought things like this happened to other families. He'd gambled away her "perfect life."

EMBRACE THE MOMENT
Solomon and BOMF volunteer Sunita Vege share the satisfaction of finishing a run through downtown Philly.



Running From Trouble



JUST CHILLING
To stay warm before the race, Solomon (above, with BOMF coach Pala Lapalombara), Shepherd, and Gordon (right) used what was at their disposal.



She didn't cry, sitting there with her dad. They finished talking and then she decided to lace up her running shoes and go for a run. Maybe it was something about the rhythm of her steps, or being alone, or the endorphins, but it was the run that brought it out of her. Sweat mixed with tears as she traveled down the road. She'd run for sports before, but this was the first time running meant something. Keep moving forward, she thought. Keep moving forward.

"Al," says Mike Solomon, "Where we running? Where are we turning?"

"I think we're running The Bridge."

"The Bridge? Nobody told me we was running the bridge."

The Bridge in question is the Ben Franklin Bridge: one of the few hills to be found in downtown Philadelphia. It's a long climb and then a long descent into Camden, New Jersey. The out-and-back is just five miles, but something about running to another state and back always makes it feel like more. It's quickly become a tradition to gripe about The Bridge, but Solomon, at least, loves the challenge of the hill.

"Last time we ran this," Solomon says, "I was struggling. Anne comes up behind me, bouncing along, not even sweating. She tells me this thing Neil Armstrong said. She says, 'You know all that pain you feeling now?' She says, 'Neil Armstrong says that pain you're feeling now, that pain will go away. But if you quit, you gotta live with that forever.' I was like...'Wow."

"Don't you mean Lance Armstrong?" someone asks.

"Yeah! Lance Armstrong! You know I told like five people that story and told them it was Neil Armstrong!"

There's laughter all around, soon to be replaced by heavy breathing, as the group approaches The Bridge. They've been moving along at just under eight-minute miles, pretty much the average these days. When Solomon hits the incline, he rockets ahead at a pace he can't possibly sustain all the way up. After a half-mile uphill at a good clip, he slows to a barely-faster-thanwalking trot, but he doesn't walk, perhaps thinking of Lance (or Neil) Armstrong. Once he catches his breath, he's off again,

nearly at full tilt, something close to 6:30 pace. Then, in a minute, he's back to that barely-faster-than-walking trot, only this time it's not really even faster than walking. His eyes and mouth are scrunched toward the middle of his face as if he'd just tasted something bitter. It's a look you see just before someone gives up and walks. But again, he doesn't walk.

It's down the other side and up again, and as the bridge reaches its peak over the Delaware River, Solomon looks down at Philadelphia, skyscrapers reflecting the first moments of the day's sun. "It's hard to believe we're going to be running a marathon," he says. (It'll be a few weeks till they stop calling the 13.1-mile distance a marathon, but they'll get there.) "A month ago, I was like, two miles? What? And now we're going to run 13 miles?"

Solomon talks about running not as something he's choosing to do, but as something he more or less was guided to do. The Sunday Breakfast Rescue Mission requires its residents to attend chapel, and there's no telling who might be there for the sermon, and who might be putting up with the sermon just to get a bed for the night. Solomon, for one, is a man of faith. "The running's not because of nothing I'm doing," he says. "If it were my choice, I would still be somewhere sitting in a bar, mourning my wife's death."

"My wife always knew when I'd been smoking crack...because I would act like I'd been smoking crack." He'd been through Narcotics Anonymous when he and Diana got together, and he wasn't getting high as much as he once did. Still, from time to time, she'd find him with his buddies on a street corner, glass pipe in hand, and, with a stern eye, direct him home.

Their thing was drinking. After nine years together, they were both alcoholics, and then Diana began to get very sick. In March 2007, she died of kidney and liver failure. "You know, I go through a bad day and I'm struggling, and without getting too biblical on you, ain't nothing new under the sun." Solomon often says he doesn't want to get too biblical on you, but he loves getting biblical on you. "This too shall pass. With or without me, the sun is going to come up tomorrow. And this I saw, after my wife died. Things have to happen. I say, 'Hey, we gonna die. You know? Might as well make the most of it."

Early one summer morning, Anne Mahlum sits at a Starbucks in Center City, already a few hours into her day. Her Blackberry chirps every few minutes. "I see a lot of my dad in these guys," she says of Solomon and Dorch and the other runners. "He was an addict. I spent three years trying to fix him."

After her mom kicked him out, Mahlum did everything she could to cure her dad. She tried to set goals for him. She gave him self-help books. It seemed like he was getting better, like he was breaking his addiction. She went off to college in Minnesota, then trekked east to Washington, D.C., for graduate school, a political communication program at American University. She kept running. It became her daily therapy.

All the while her dad had been telling her he wasn't gambling, but she began to suspect he was slipping. "Dad, are you gambling again?" she finally asked him one day. He told her the truth. While before she'd wanted to save him, this time she was angry. He'd not only been gambling; he'd been lying to her. She didn't speak to him for two weeks.

"Then I realized, this is my dad. He's an addict." She figured she'd stop trying to fix him and start trying to support him. "I was pushing him down a road he didn't want to be on. I decided I'm going to be the person he can talk to. I'm going to make him feel okay talking about it. If I keep making him feel bad about where he is, he won't be honest about where he is."

It was a revelation. It changed her relationship with her father into a trusting one, and it has informed her approach to the guys with Back on My Feet. She has decided to be the person running beside them, whatever their pasts, whoever they are.

"I don't leave anybody."

There's something soldier-like about Mahlum's guiding maxim, and so it's fitting that it's being tested this morning at Valley Forge National Historical Park, outside Philadelphia, where General Washington trained his men. It's early October, and she's taken the guys away from the grime of their usual urban jaunts around the grid, out to the rolling green fields of the suburbs. And roll they do. Run enough miles on the paths out here and



"It's like I'm doing a butt-lick," Solomon yelled. The runner beside him looked puzzled. "I mean fartlek!"

you're likely to see—or more specifically, get passed by—Catherine Ndereba or any number of elite Kenyans who use the park's brutal hills to toughen themselves up. Anyone who wondered how Ndereba sailed up Heartbreak Hill to victory in the Boston Marathon four times might find their answer examining the topography of Valley Forge.

Craig Hall, for all his efforts, is no Kenyan. At 55, he's one of the old men of the group. Mike Solomon, Abdullah Dorch, and the rest of the guys are far ahead on this morning's run. Among rickety fences, retired cannons, and other vestiges of the Revolutionary War, Hall is slowing down and hurting, with several miles and hills to go, when Mahlum pulls up beside him. His feet never get very far off the ground to begin with, but at this point, they're barely skating.

"Go ahead," he says. "Just leave me." His pride is wounded, and it doesn't help that the girl who is running beside him looks like she could run forever. Not only have his cohorts left him in the dust, now he's getting beat by a girl as well.

"I'm not going anywhere," Mahlum tells him. "We're almost there anyway." Hall doesn't really want to be left behind, she figures, he's just proud, and being left is just what many of these guys have always known. Mahlum wants them, simply, to have something to rely on. Today, it's her: She's going to stick with Hall until the entire group finishes their loop. On Monday it means the run starts at 5:45 in the morning just like it always does, no matter what.

"Go ahead. I'm fine." Hall keeps at it, but she chooses not to believe him. Finally the finish is in sight. The body that seemed unable to run another step has plenty of energy for the many high-fives and hugs that accompany a run completed. Hall seems grateful that Mahlum hadn't listened when he told her to leave. But more than anything, he seems surprised.

Stephen Metraux is a homelessness expert and professor at the University of the Sciences in Philadelphia. He's also a 2:36 marathoner. With those credentials, you'd figure he'd be Anne Mahlum's loudest proponent. In some ways he is. "Anything that gets people running is a good thing as far as I'm concerned," Metraux says. "I'm as much an evangelist for running as you'll find. But be careful what you attribute to it. It's not going to save anyone's life."

Soon after the running part of BOMF got off the ground, Mahlum began to integrate other services for its members. Running,

THE IN CROWD

Moments before the start of his first half-marathon, Solomon shows he's ready to go the distance.

in her eyes, is a test for living. "There are all these metaphors," she says. "You've got to move forward, one step at a time. You can see progress." She believes the dedication it takes to make it in a job can be witnessed in training. Once a member demonstrates a commitment in running, BOMF helps get him educational scholarships and job training. Recently, the organization began to make housing assistance grants to get members into a home of their own.

It's Metraux's opinion, though, anyone who succeeds in getting out of homelessness through BOMF might very well belong to a self-selected group who'd likely get out of homelessness

without running. While the same skills and commitment that allow one to stick with running might be useful in putting one's life back together, it's not the running that's "fixing" anybody. But Metraux does see something specific about running that can help. "It gets people in the community running with people who are homeless. When you're homeless, you feel isolated; you don't have contact with the general community. Running breaks down barriers. You get to know someone when you run with them. I think, ultimately, that's where you get a benefit, for both sides."

The Back on My Feet guys have stopped calling every race a "marathon." They know about nipple chafe and black toenails. They've run longer than nine miles. The sweaty summer runs have now been exchanged for crisp, long-sleeved mornings like this one, and the Philadelphia Half-Marathon is just a couple of weeks away.

As the pack jogs through China-

town, a group of homeless guys asleep on the sidewalk wake as they pass. "Good morning!" The unlikely spectators applaud and smile. "Keep on running!"

"Good Morning!" Mike Solomon hollers. "How you all doing this morning?"

Abdullah Dorch is the only one of the men not participating in the morning greetings. "Something happened the other night," he says, his typical coolness breaking into what looks like surprise for just a moment. "I heard music again. I started hearing music again." He's got a melody in his head for the first time in years. He looks almost frightened, as if he'd bumped into a friend he'd thought was long dead. For him, the music is a sign that he's back to where he was before things started turning south. It means he's doing something right, and he doesn't want the silence to return.

It's race day. In front of the Philadelphia Museum of Art, thousands of runners and spectators are milling about. A man wearing a black garbage bag walks along the grass reaching down every few feet to pat the grass, looking for a dry place to sit Another sleeps in a sitting position against a tall tree. A pack of out-of-towners crowds around a giant statue of Rocky Balboa posing for pictures and shouting "Adrian!"

A booth for the BOMF runners has been set up near the firstaid tent. They start arriving early, an hour before the race. For the most part, everybody is quiet. There's a lot of fretting about short sleeves or long sleeves, shorts or pants.

"How we gonna go out there?" says Abdullah Dorch.

"They have porta-johns." He heads off to find one.

All at once, the throngs around them start moving toward the starting line, and they follow.

"I just don't have words for this," says Dorch, a bib on his chest, surrounded by 14,000 people in the starting corral. "I don't think I'll have words for it until it's over." His face is expressionless, and he sways gently from side to side. A muffled megaphone announces two minutes until the starting gun. Dorch darts to the side, over a partition, and into trees nearby. He's urinating for the second time in five minutes. Yes, he's a runner now, no matter what happens next.

He makes it back into the corral just as the gun fires. The first half-mile is about stopping and starting, avoiding the jags of runners around him. As Dorch often does, he squints at his surroundings, as if trying to figure what it's all about.

Just after mile one, the great running masses are split in two, each running around either side of a roundabout. Dorch goes to the right side, and he gazes left. For a moment it's like being in one race and watching another, parallel, one. His quiet is suddenly broken by a big laugh. "I just had this memory," he says. "I didn't remember this until just now. I used to watch these things on TV when I was a kid. I remember seeing marathons on TV when I was a kid. I used to love watching them. I just loved watching, you know?" That he's in the middle of one, suddenly, after a lifetime, and not even a year out

"I can't believe...you know, what I love about this?" he asks, then pauses. "I love not knowing where it's going. I've always loved getting into things that I don't know how they're going to end. I'm kind of a thrill seeker. And with this, it's like I don't know where this road is going, but I (continued on page 96)

of jail, has hit him as a pleasant revelation.



HOME SWEET HOME

Solomon was the first BOMF finisher. Now, "when I tell
another runner I ran a half-marathon, they give me a hug."

WEIGHT-LOSS SPECIAL CONTROL OF THE PROPERTY OF

POUNDS (In 4 Weeks) A No-Diet Guide To Slimming Down For Good

WORKOUTS, PAGE 25

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Brain
TO GET MORE
FROM EVERY RUN

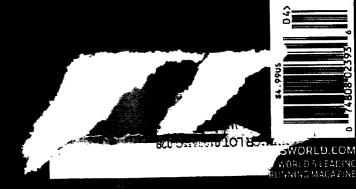
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Pit Stops!
Jog-Bra
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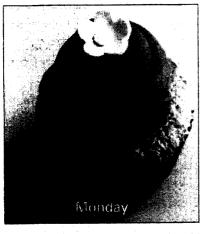
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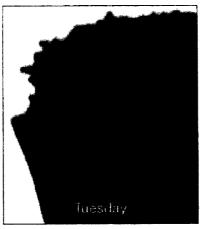
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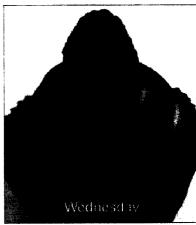
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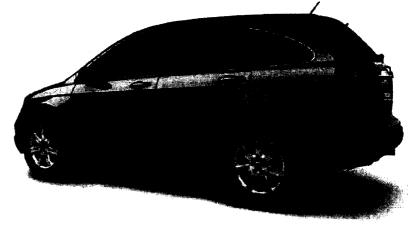


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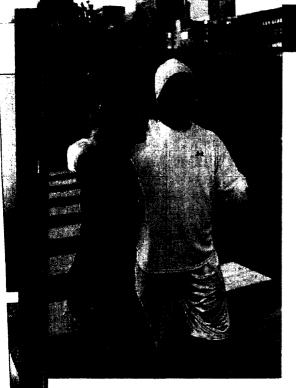
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PHILADELPHIA STORY

Anne Mahlum and Mike Solomon, who ran his first half-marathon with BOMF.

ONE STEP AT A TIME

Congratulations to Anne Mahlum for having the initiative to start such a worthy program as Back on My Feet ("Running From Trouble," February). As one who often runs as a form of therapy, I understand that many of the men in BOMF are getting much more than exercise. Their story will serve as motivation as I train for my first half-marathon.

-LAURA HOST, Tinley Park, Illinois

"Running From Trouble" is truly inspirational. It shows the importance of human compassion and of not judging others by their past mistakes. I felt a connection to the runners of BOMF and thought Ian Chillag did an amazing job of pulling the story together.

—LAUREN BROWN

CORE CURRICULUM

Middletown, New Jersey

As someone who suffers from chronic lower-back pain, I was pleased to read "Fast Abs" (February), your story on core strength. The exercises illustrated are exactly what my physical therapist recommends. I'm virtually pain-free from a problem that I thought I'd never escape.

-BARBARA GILNER

Santa Barbara, California



After reading "Fast Abs," February), I realized I've been doing a similar routine religiously for the past two years. Working my core has significantly reduced the number of small, nagging injuries I suffered every time I tried to increase my weekly mileage. I'm about to run

my first full marathon in a decade, and I doubt that I would have completed the required training without the supplemental core exercises.

-ROGER M.TORNOW, Scottsdale, Arizona

CATCHING THE WAVE

Reading "The Waver's Dilemma" (February) reminded me of an elderly man I passed on the last mile of a long run. As I ran by (and waved), he began to applaud and said loudly: "Boston, 1974, 3:52." Needless to say, I ran the last mile with

Sarcasm of the Month

The Waver's Dilemma' ranks up there with skirts vs. shorts. Can't wait for the shirt-tucking sequel."

-DAN FORCE, Portsmouth, Rhode Island



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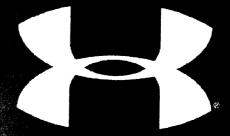
Connect with other Boston-bound readers, get motivated, swap stories, and share tips in our forum at runnersworld.com/bostonforums.

ONLINE POLL

If my running life was a movie, it would be titled:

The Agony and the Ecstasy	41%
March of the Penguins	18%
Into the Wild	14%
The Asphalt Jungle	12%
There Will Be Blood	9%
The Fast and the Furious	6%



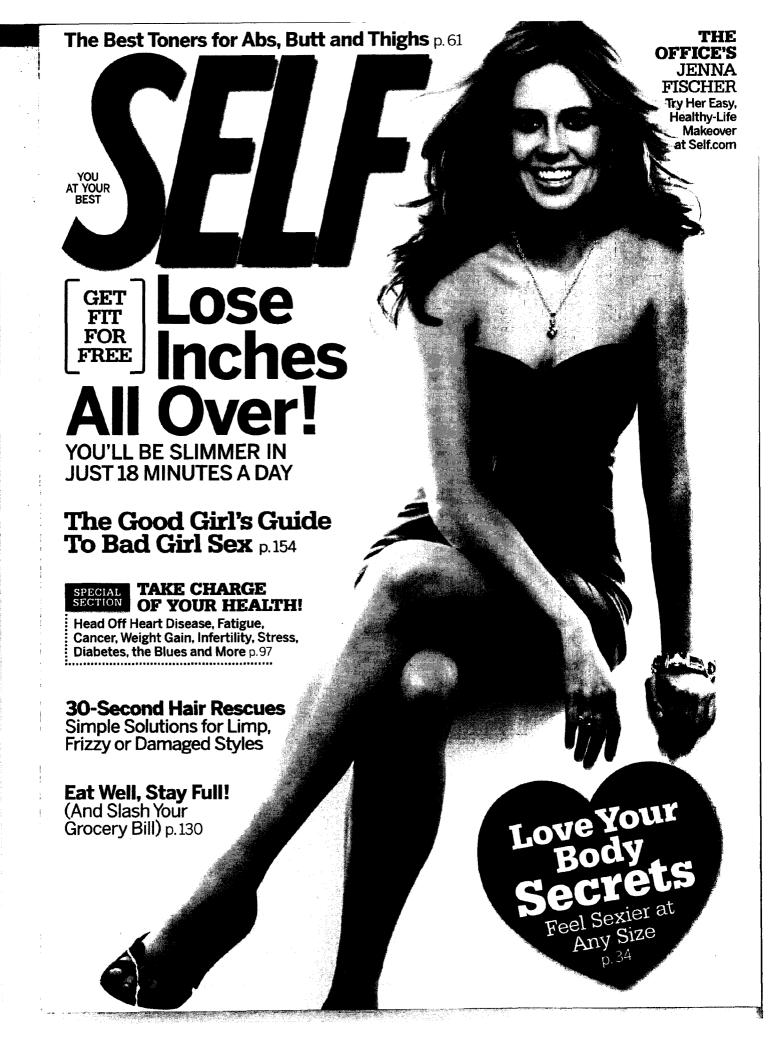


Some athletes run to train. Some athletes train to run. But make no mistake – ALL ATHLETES RUN.

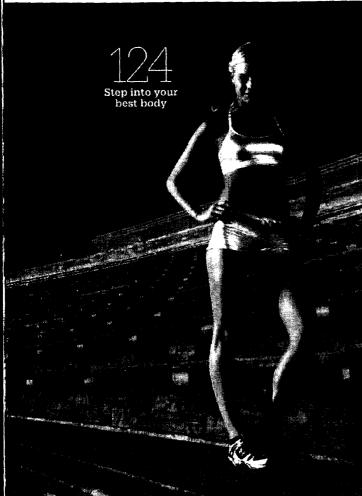
Athletes endure every mile To Be Better. On the road or on the field it's about outlasting everyone else. The mission begins on the ground with Under Annour's latest innovation: UA RUNNING FOOTWEAR







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Sign up for the Recipe of the Week newsletter for light, tasty dishes



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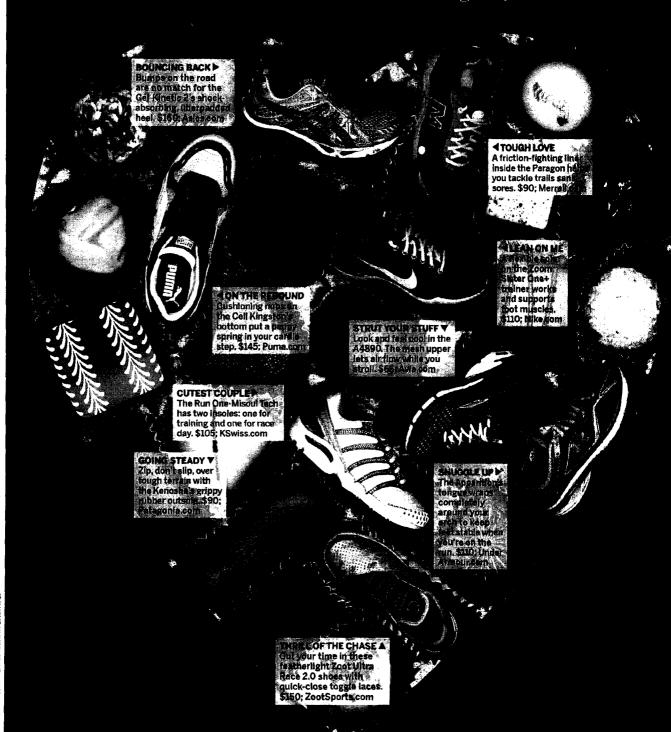
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ON THE GOVER learner exhibit photographed by Mark Arrake rise, feeting strates, any and Mark Arrake has been strates, any and Mark and the Theorem has been and the strates of the strates of Mark and M

Sweet treats for feet!

Pining for the perfect pair? Look no further: We fell for these handsome new sneaks at first sight. By Liz Miersch





11



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LUNGE AND CURL

works biceps, butt, thighs

Stand facing stairs with a weight in each hand. Lunge forward, placing left foot one or two steps up so left thigh is parallel to ground, and curl weights toward shoulders (as shown). Push off left foot to return to start. Repeat on right for one rep. Do reps.

©LIMB TIME! ♥2 minutes

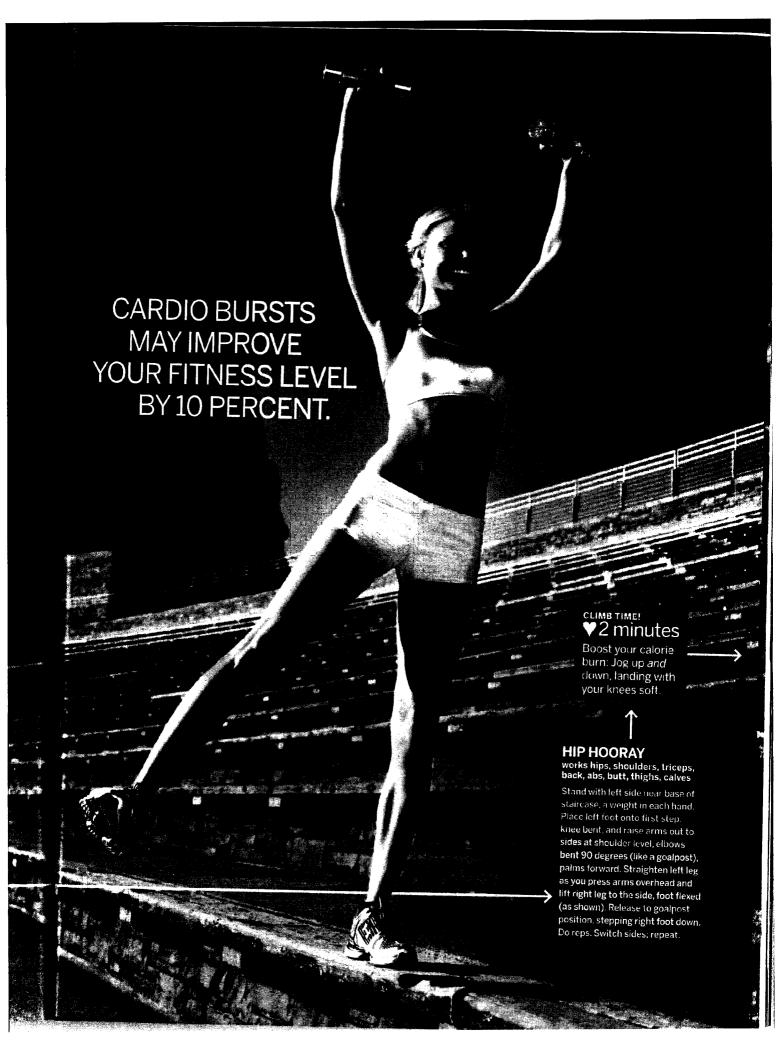
Walk up and down the stairs at a brisk clip. Keep abs tight.

THE EXTENDER
works shoulders, upper back,
abs, butt, calves

Stand on edge of stair, heels hanging off, with a weight in each hand. Rise onto balls of feet as you raise arms out to sides at shoulder level (as shown). Slowly lower to start; repeat. Do reps.

V2 minutes

Quickly run up the stairs, then catch your breath by walking down.





V2 minutes

Stand sideways to stairs. Step up one foot at a time. Walk down. Switch sides.

GO TO SELF.COM

See a free unline video of the exercises in action

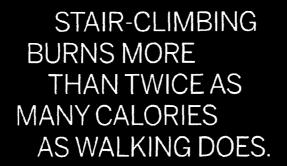
SPIDER WOMAN

works shoulders, triceps, chest, abs, hips, butt

Start in push up position with hands shoulder width apart on the first or second step and toes on floor or landing hip width apart. Bend elbows 90 degrees, lowering chest toward stair; pause, then bring right knee toward right elbow as far as you can comfortably go (as shown). Return to start Repeat on opposite side for one rep. Do reps.

©LIMB TIME! ▼2 minutes

With feet together, jump up from step to step. Phew! Walk back down.



M

BASKING BEAUTY

works shoulders, triceps, chest, abs, butt, thighs

Sit on edge of stair, hands at sides, fingers forward, knees bent 90 degrees, feet flat, Use arms to lift your seat off stair. Lower body until elbows are bent 90 degrees. Straighten arms as you lift hips toward sky, creating a straight line from shoulders to knees (as shown). Lower to bent-elbow position; repeat. Do reps

Styling, Lida Moore Musso; hair, Jason Murillo for FrankReps.com; makeup, Suzanne Katz for Kramer + Kramer, See Get-it Guide.

V2 minutes

Skip a step: Run up two stairs at a time. Walk or jog back down. Go, you







ATFIELS

Some athletes run to train. Some athletes train to run. But make no mistake – ALL ATHLETES RUN.

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13

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Some athletes train for speed. Some for agility. Some for power. But make no mistake – ALL ATHLETES TRAIN.

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Use of body imag starts today in Tu

By Thomas Frank USA TOUNY

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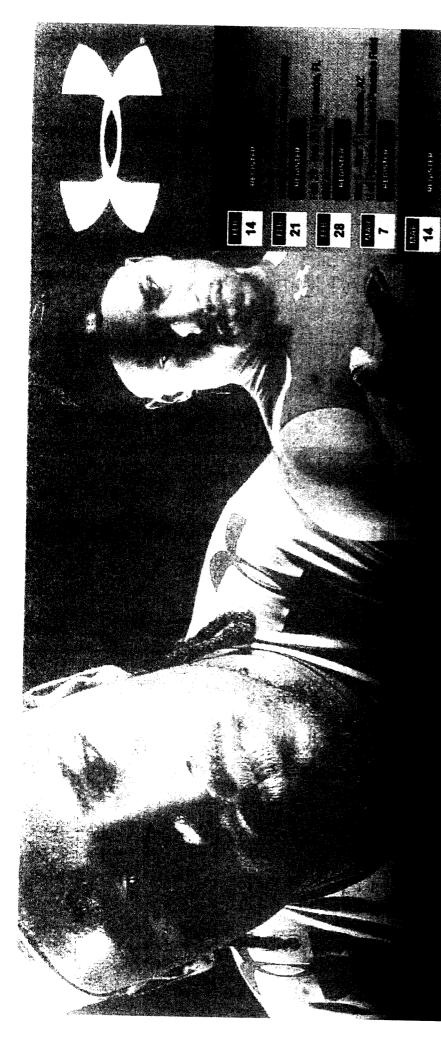


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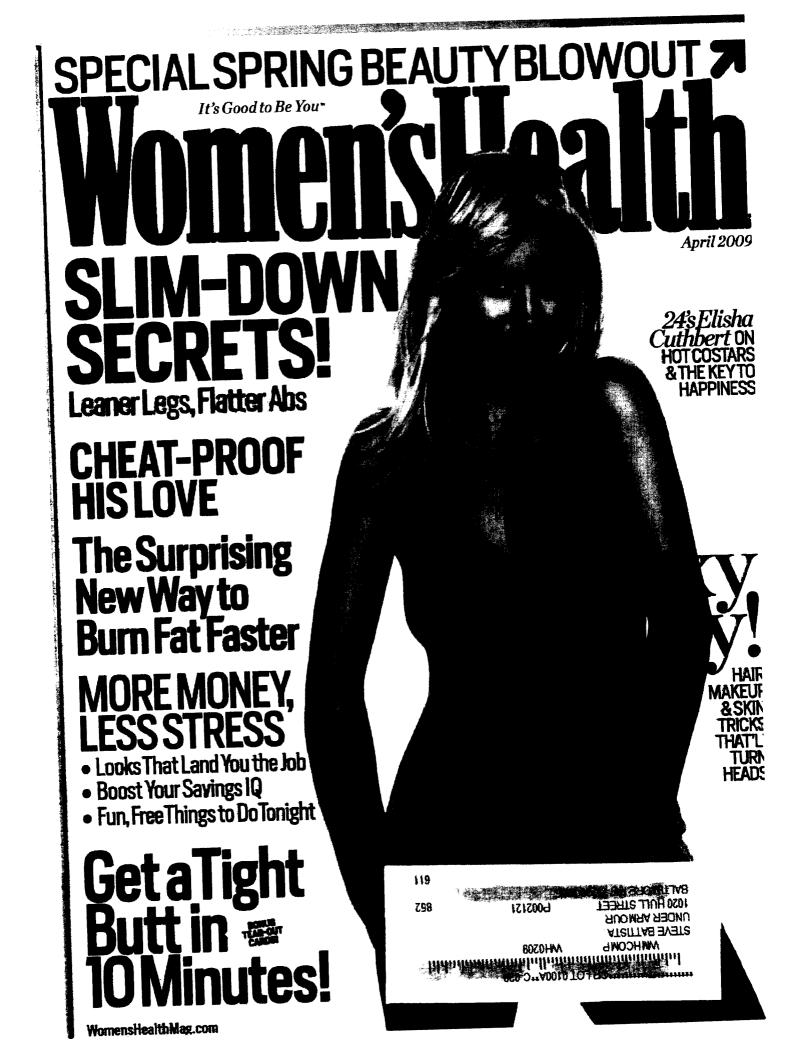
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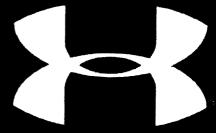
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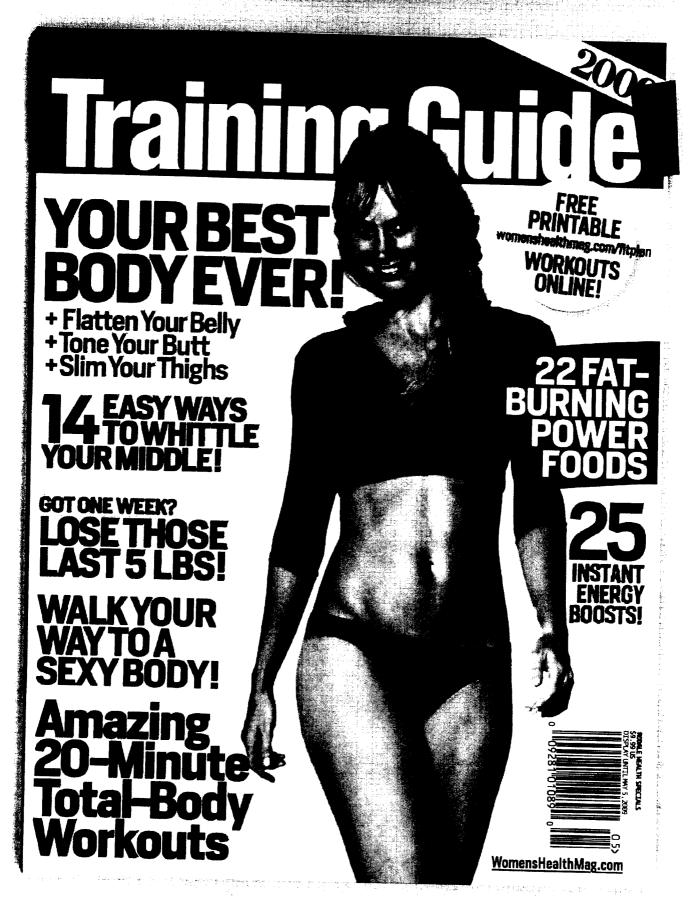
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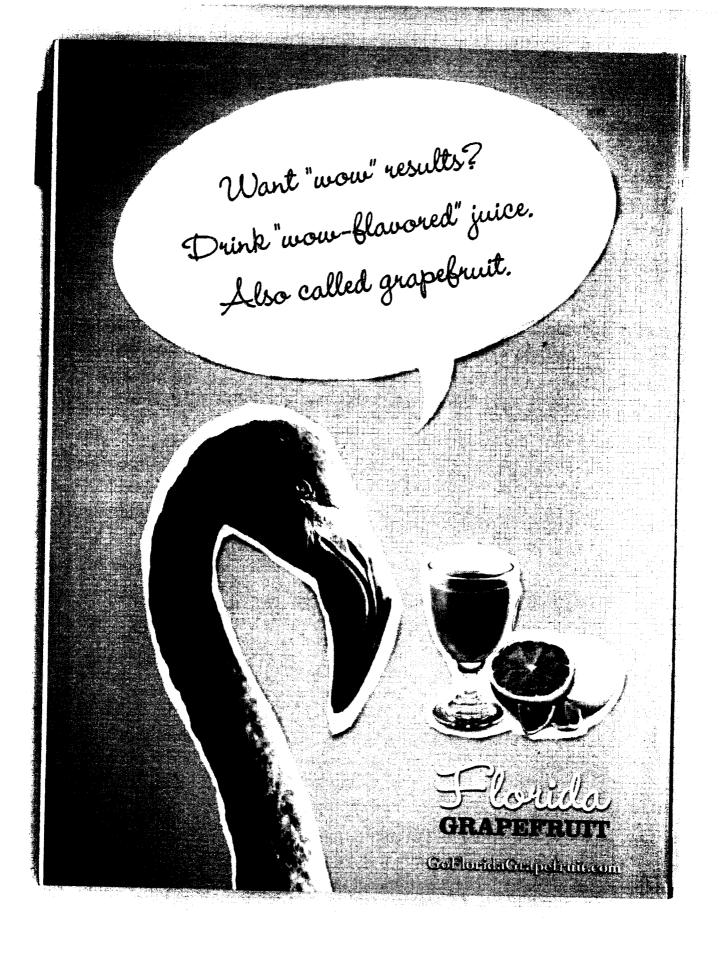
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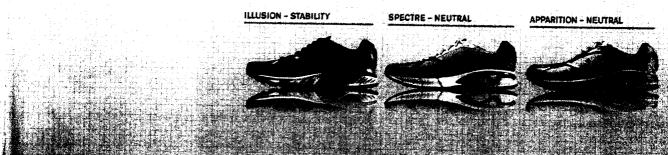


Runs end. But being a runner never stops











Welcome to Women's Running

I'm thrilled to introduce Women's Running to you! In the five years since we launched Her Sports + Fitness, women's running has exploded. In 2007, according to Running USA, more than 4.4 million women financed a race, five times as many as 20 years and the benefits of a running lifestyle.

When we surveyed Her Sports + Fitness traders a year ago, we discovered that 98 percent of them run. So, based on our own internal analyses, feedback from subscribers, advertisers and industry experts, we decided the best way to serve you, our reader, was to re-brand the magazine as Women's Running.

If you've been a loyal and passionate Her Sports + Fitness reader, you'll notice we've retained many of our most popular sections: Women Who Move, Ask the Experts and our training plans, to name a few, while adding in more running-specific content.

If you are a first-time reader, you'll discover our columns and articles cater specifically to the needs of female runners.

While we've made some changes, our team remains committed to our original mission: To motivate and inspire women to lead healthier and more active lives. And we strongly believe our premiere issue of Women's Running does just that.

We hope you enjoy Women's Running. If you have any suggestions on how we can improve the magazine, we'd love to get your input. E-mail us at editorial@womensrunningmag.com.

—Dawna Stone

ONTHE COVER

Location, location Photographer Lamar Standish took the cover shot of runner Alison Skipper at Fort DeSoto in Tierra Vierde, Fla.



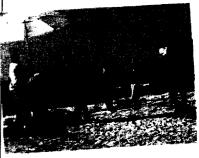
The natural look Make-up artist Suzin Moon helps Skipper get ready for the shoot.





bressed to run Skipper wears an Under Armour Shaper Sports Bra, \$40.

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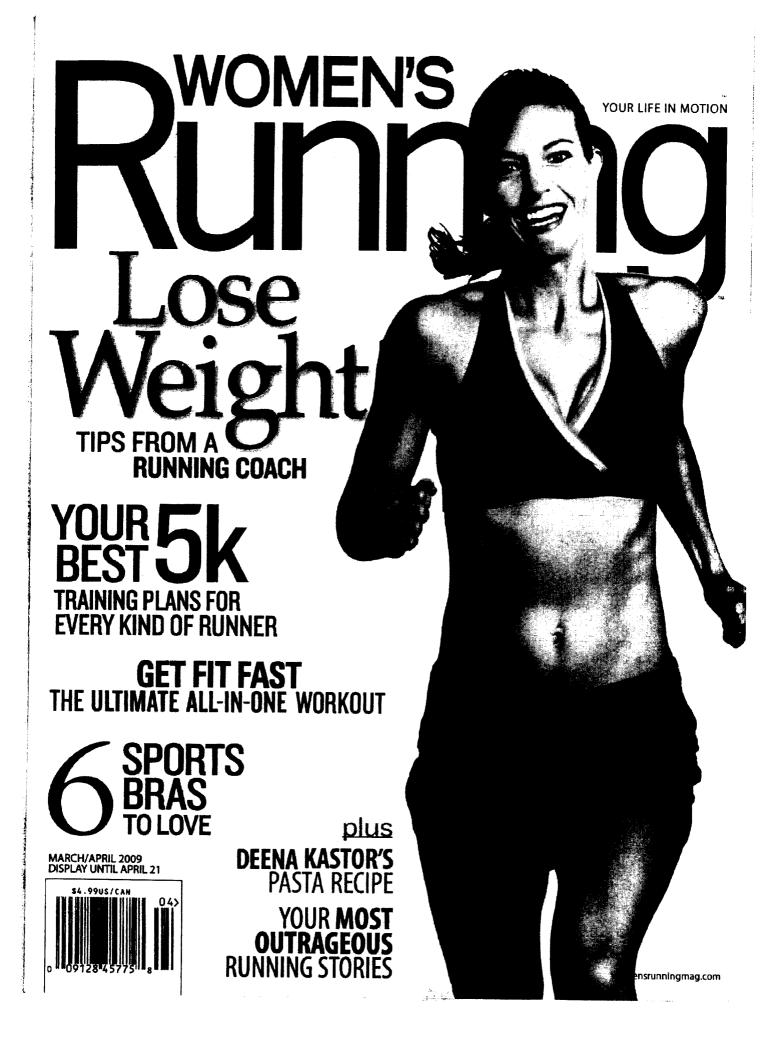


Run with it Skipper managed the loose sand and uneven footing in a wind that some of the photo equipment couldn't even withstand.

S H

Share Your Most Outrageous Running Story, Win a GoLite Bag

Ever gone the wrong way on a race course, run so far you've gotten lost or done a face plant on the pavement? If so, we'd like to hear about it. Send your most outrageous running story, along with your name, address and phone number, to editorial@wormensrunningmag.com. The best story wins a women-specific GoLite VO24 pack, ideal for day hikes, long runs or adventure racing.



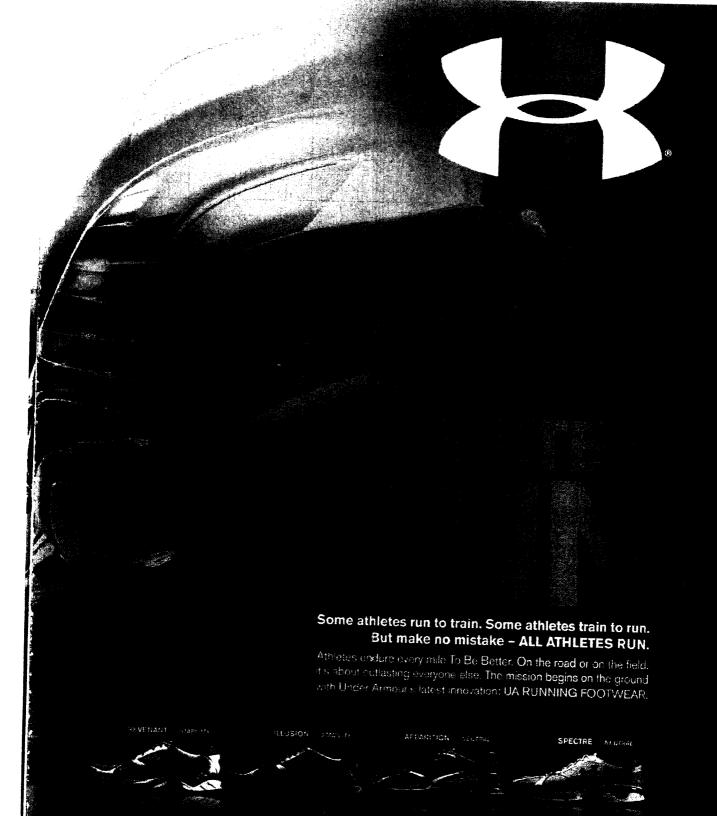




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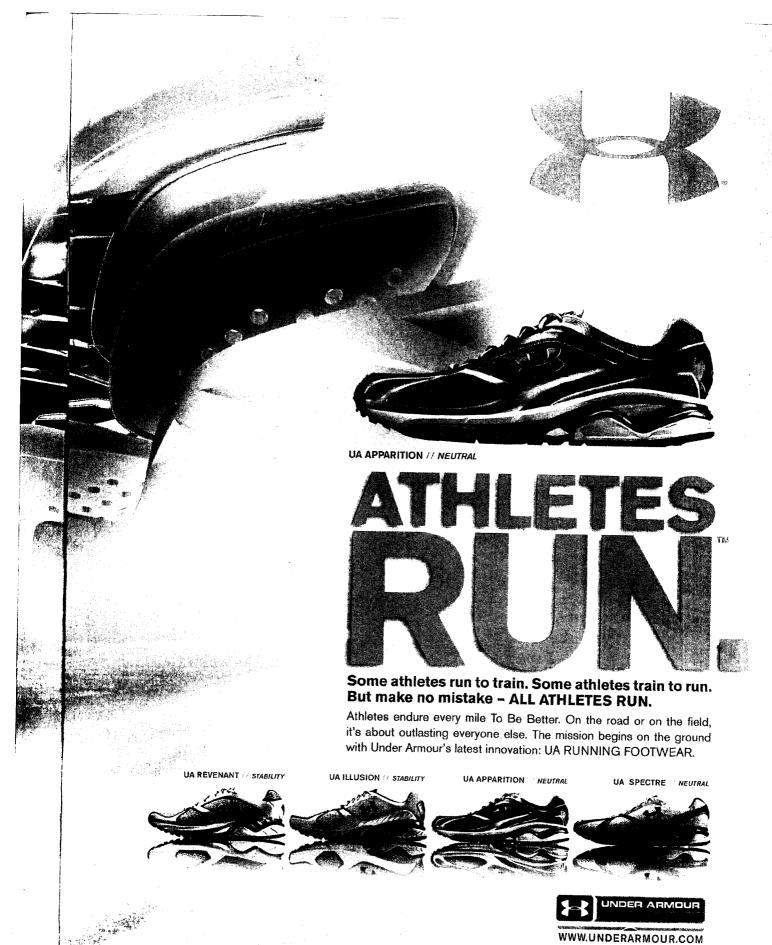
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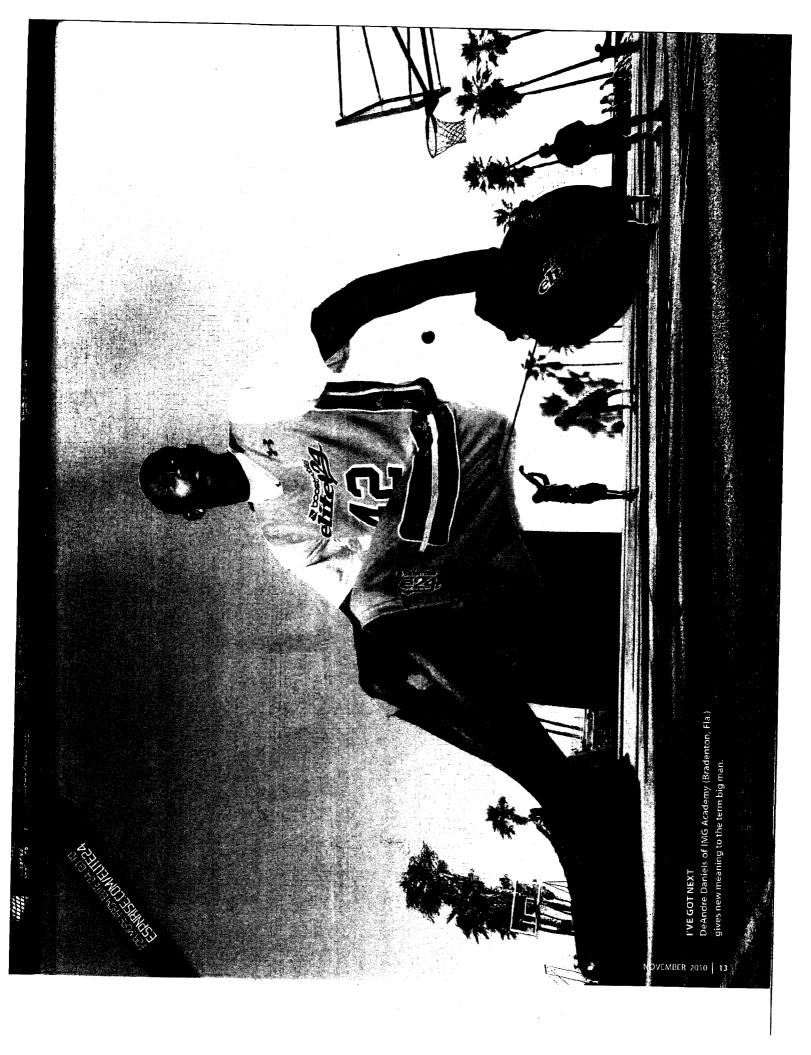
KYLE WILTJER IS ALWAYS ON THE ATTACKS

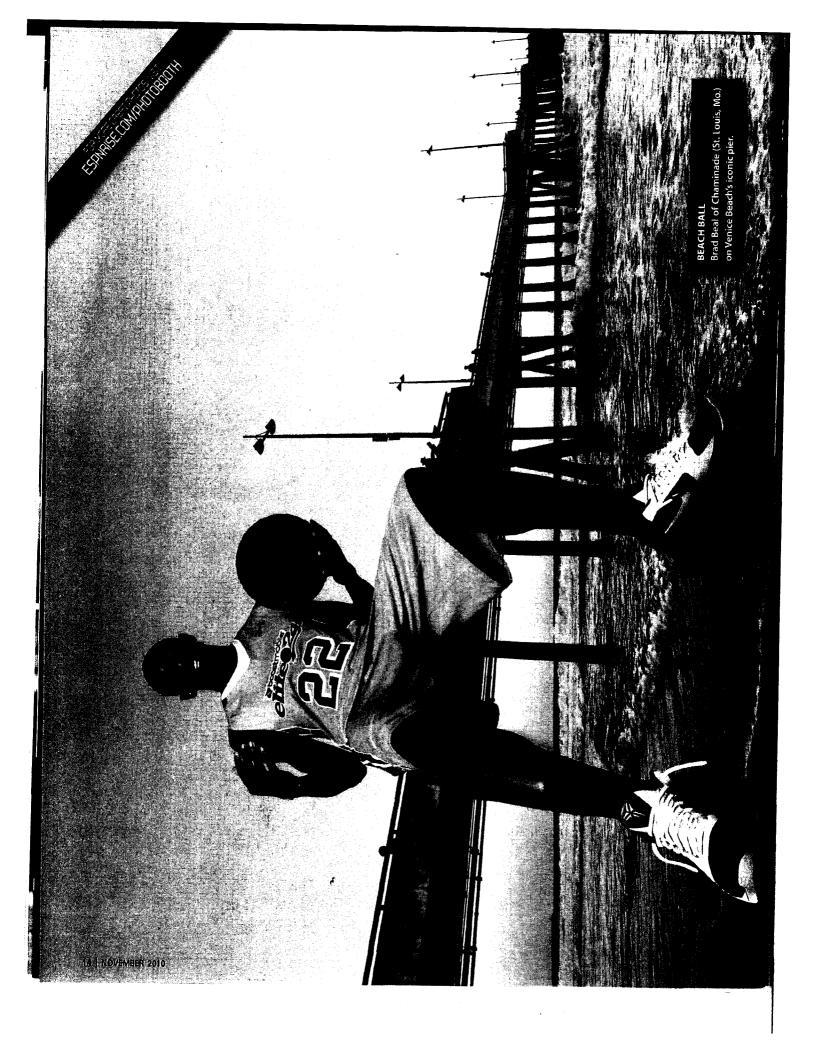
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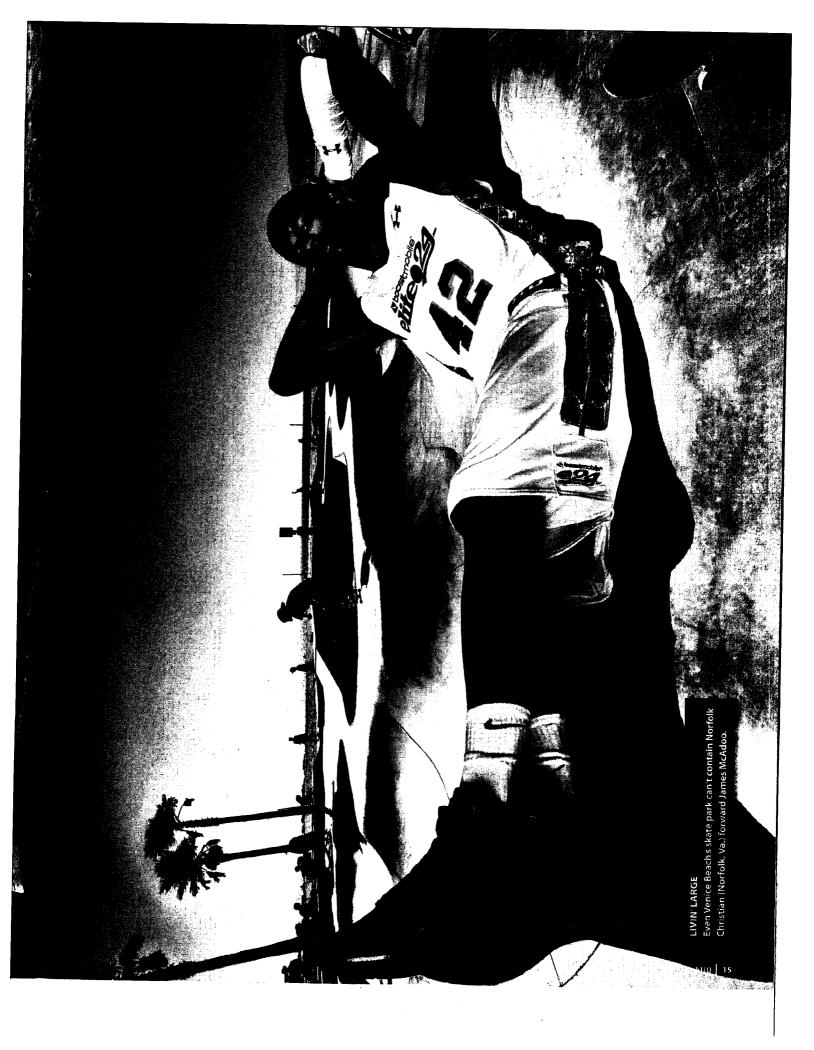
WITH THE BOOST MOBILE ELITE 24 MOVING FROM NEW YORK TO CALIFORNIA THIS PAST SUMIMER. THE GAME'S PARTICIPANTS LOOMED LARGE OVER FAMED VENICE BEACH. SINCE THE ANNUAL EVENT FEATURES THE NATION'S EIGGEST HIGH SCHOOL BALLERS SHOWCASING THEIR GAMES IN AN OUTDOOR SETTING. WE DECIDED TO LET LOOSE FOUR OF THE GAME'S BEST TO HAVE SOME FUN IN THE SUN. // PHOTOS BY DUSTIN SNIPES

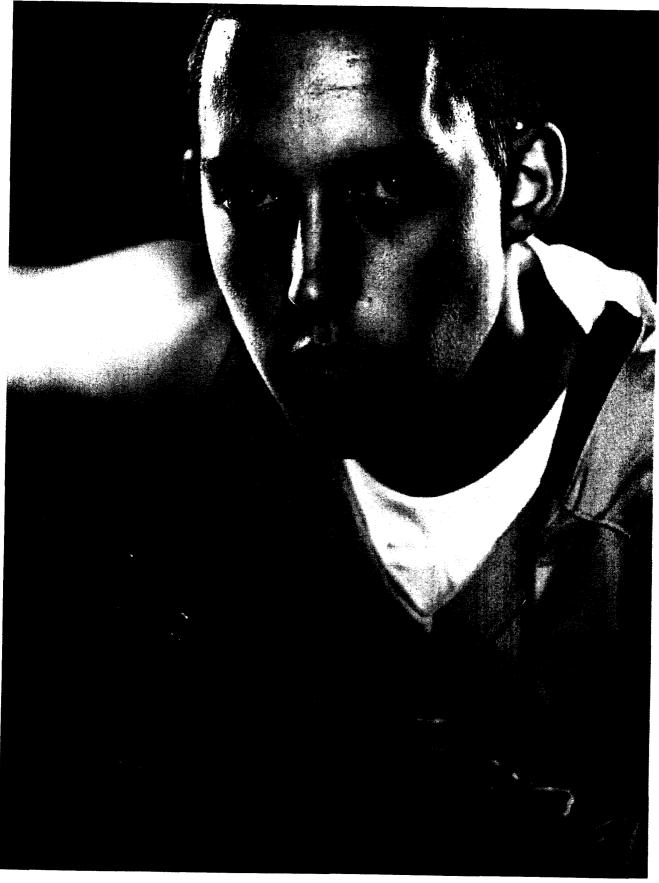
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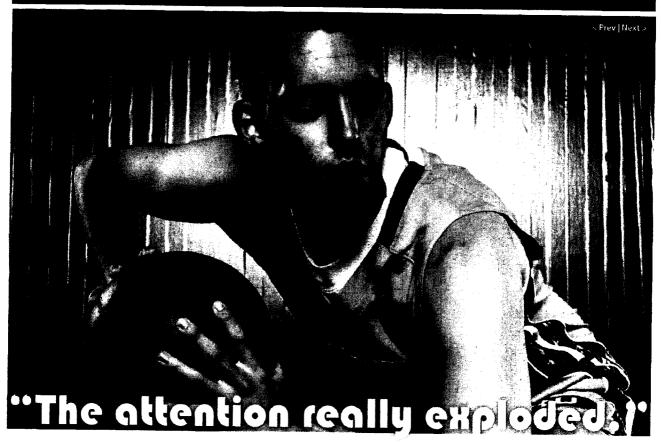
It's no fun and games trying to stop Westchester Country Day (High Point N.C.) forward Quincy Miller.











"It's just great to get acknowledgement," says Wiltjer, whose Facebook page features photos of him and NBA stars John Wall, LeBron James and Steve Nash. "It's been a great summer for me. Every event I've been to, I've played well and my team played well. The attention really exploded."

Trending Gregoria Witter

The Wiltjer family is well known around Oregon for its athletic prowess, mainly on the hardwood.

Kyle's father, Greg, helped Oregon State reach the Elite Eight in 1982 and starred on the Canadian National Team during the 1984 Olympics. Kyle's mom, Carol, was a standout player at Estacada High, while his older sister, Jordan Adams, played on the Canadian Senior Team after a stint with the WNBA's Minnesota Lynx. Even the younger Wiltjer children have gotten in on the act: Ariana, 13, was selected to play on U.S. Girls' Select A1 Volleyball Program, while Sam, 9, is an aspiring boys' basketball player on a team coached by Greg.

"You learn to be pretty competitive at a young age 'cause that's what's ingrained in you," says Jesuit head coach Gene Potter.

"I got involved in basketball cause of my dad," adds Wiltjer. "I played up in age level when I was

little and it helped me out."

In addition to playing against older and more challenging opponents, Wiltjer benefitted from one-on-one battles with Greg at the family's home. He learned a variety of post moves that complemented his already solid perimeter game.

The result was an extremely versatile freshman who forced the Jesuit coaching staff to quickly integrate him into the offense.

Jesuit finished fifth in Class 6A before Wiltjer's arrival but lacked a true outside threat. Wiltjer's deft touch from behind the arc instantly bolstered the team's motion offense, to the delight of Potter.

"He could extend the defense and shoot," says Potter. "It was OK to throw him to the wolves. Most of the sets for outside shots we created were for him — even as a freshman." 209 pounds in between seasons, provided it.

"I grew pretty fast," he says. "I really got serious about basketball and that's when it all turned around."

Wiltjer's renewed focus was invaluable to the Crusaders, who claimed their first title since 2005 with the sophomore leading the way, averaging 13.8 points and 5.8 boards a contest.

He kept things rolling the next season.

Fans flocked to Jesuit to see Wiltjer lead the Crusaders' repeat efforts last winter. He was even more sensational, upping his averages to 16.6 points and 6.5 rebounds a game as Jesuit defeated rival Westview for the crown. In the title contest, Wiltjer dominated the interior with 19 points, 10 rebounds and six blocks.

Kyle Wiltjer was tagged in the album Jesuit Basketball

After Wiltjer's freshman year, when the Crusaders racked up 17 wins and finished second in the Metro League, Jesuit needed more from him as a sophomore. The 3-point shooting was nice, but the Crusaders lacked strength on the boards and in the post. Wiltjer, who grew two inches (to his current height of 6-foot-9) and bulked up to

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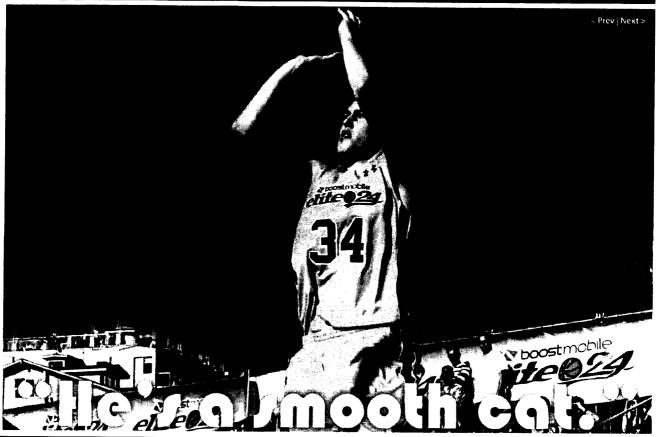
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stepping up

Savon Huggins

He may be the No. 4-ranked running back in the country—and covered by schools like Rutgers, Notre Dame and Penn State-but if you ask Savon Huggins which comes first, school or football, he'll tell you school. Really? "Yeah," says Huggins. "Definitely." His commitment to the books has paid off so far, with a sparkling 3.8 GPA through three years at Saint Peter's Prep in Jersey City, NJ, and top marks in classes like Latin and Pre-Calc. "I love math," says Huggins. "I want to get a 4.0 this year." He's also bright enough to stay above the influence of drugs and alcohol. "I've seen what's happened to other people," says Huggins. "I don't want to ruin what I've got." His advice to others? "Just don't put yourself in that situation," he says. "My friends know I don't do that stuff, so it's never even part of the conversation."

Social Network



Friend Request from Team Canada

The Canadian U18 National Team was loaded in the summer of 2009, with Texas Longhorns frosh Tristan Thompson as well as Myck Kabongo, who's now the No. 8 player in the ESPNU 100. But coach Roy Rana felt the team needed a spark — and he knew exactly where to find it.

"Kyle's father was a longtime member of our National Team," says Rana. "We were happy he followed in his father's footsteps."

Wiltjer took his lumps in his first go-round with Team Canada, but this past summer he blossomed. He shot nearly 70 percent (17-of-23) from downtown at the FIBA Americas U18 World Championship in July, nailing the game-winning 3-pointer in overtime of the third-place game to secure the bronze medal for Canada. A month later, Wiltjer was at it again, collecting 22 points a game and earning All-Tournament accolades as Canada finished third at the Nike Global Challenge in Hillsboro.

"His confidence really rubbed off on everyone," says Rana. "He exudes that on the court. The kids really believed they could win against anybody."

"He's such a great guy and he leads by example," adds Kabongo. "He's a smooth cat."

New Tweet from kwiltj: Shout out to all the UK fans. Looking forward to becoming a Wildcat!!! 8:21 PM Aug 28th via Twitter for BlackBerry

Kentucky wasn't the only school that wanted to add Wiltjer to its network, but John Calipari's squad was high on Wiltjer's list for a while. He made a verbal commitment to join an already-loaded recruiting class during halftime of the Elite 24. In Lexington, he will be reunited with former Jefferson stud Terrence Jones and could thrive in the team's dribble-drive motion attack.

"The fit was right and I thought the time was right," says Wiltjer of his commitment. "I thought there was no need to put it off."

Before heading to the Bluegrass State, Wiltjer hopes to help the Crusaders become the first 6A school to complete a three-peat at state (Jones-led Jefferson completed the feat in Class 5A last winter). Requests to play in the McDonald's All-American Game and the Jordan Brand Classic are likely on the horizon, too.

Ultimately, Wiltjer is looking forward to a day when he can join his dream network — the NBA.

KYLE WILTJER

School: Jesuit // Class: 2011 // Ht: 6-9 // Wt: 230 // Position: Forward College: Kentucky // Nickname: The Water Fountain

Points	Rebounds	Team Record
12.9	3.3	17-10
13.8	5.8	25-3*
16.6	6.5	26-2*
	12.9 13.8	12.9 3.3 13.8 5.8

^{*} Jesult won back-to-back Class 6A championships

Wiltjer was dubbed "The Water Fountain" by ESPNU analyst (and streetball sage) Bobbito Garcia at the Boost Mobile Elite 24. "On the telecast they said it's because I can shoot from the water fountain and I'm pure H₂O," Wiltjer says. "I thought it was hilarious. All of my friends texted me after the game, 'OK, Water Fountain."



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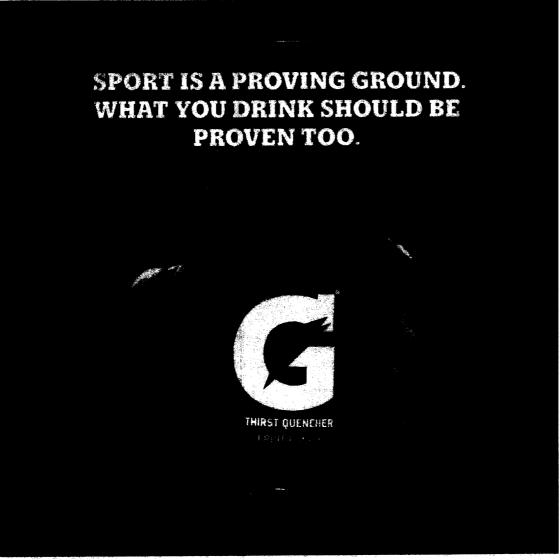
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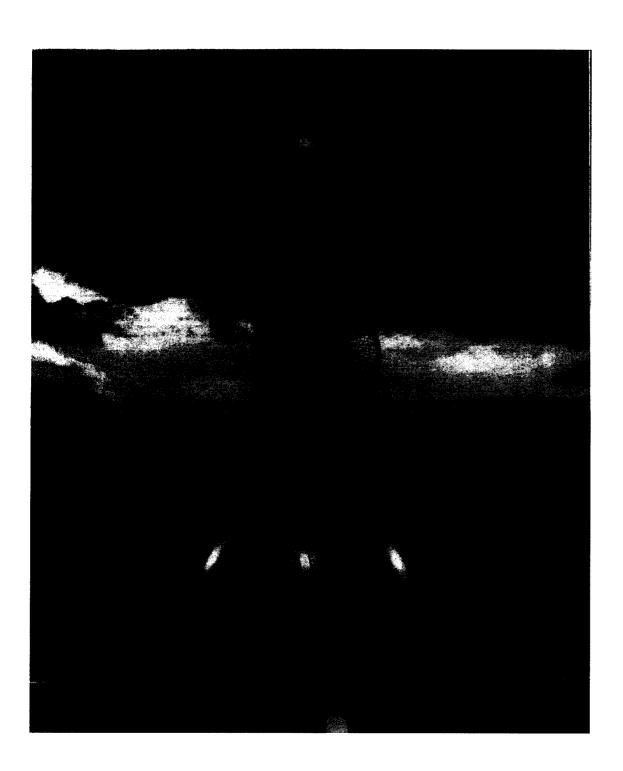
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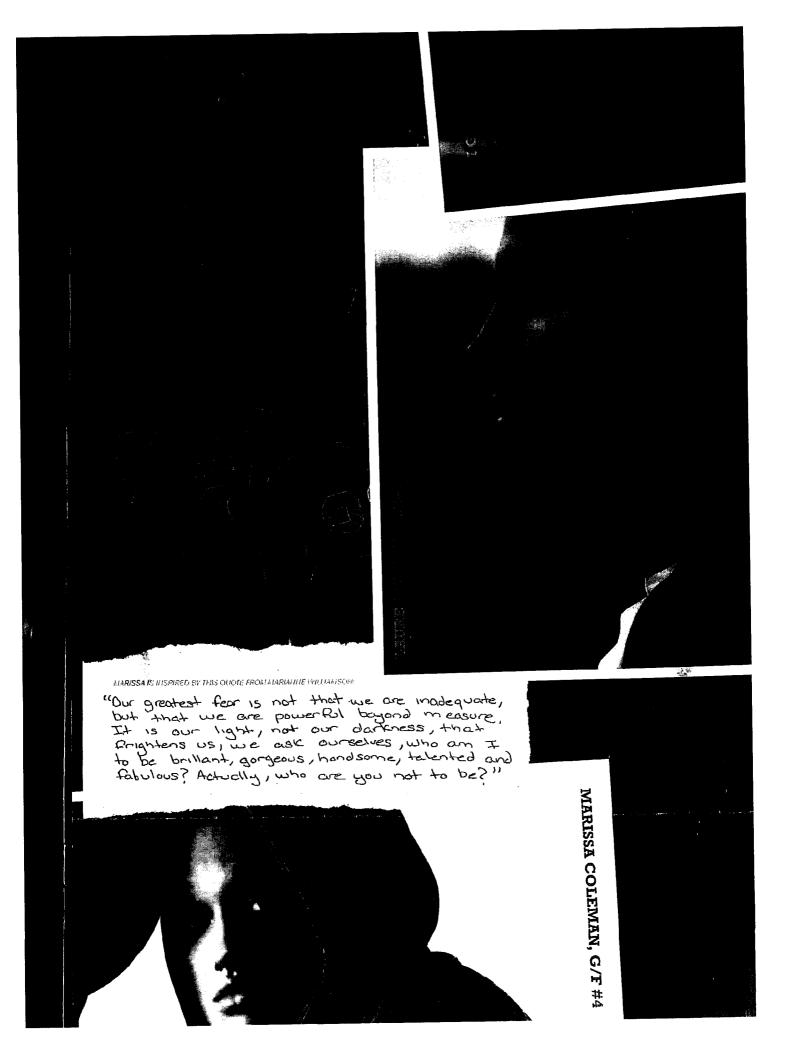
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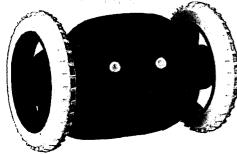
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52 I WAS A H.S. SPORTS star Queen Latifah

Before she was red carpet royalty, she ruled the basketball court.



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The state of the s

RÎSE ABOVE

After the loss of two parents in two years, no one would have blamed Sloane Stephens for quitting. Instead, she embraced tennis as an outlet for her grief, and found strength on the court.

I felt like I was being punished for something I did.

STORY BY jared zwerling PHOTO BY chris floyd

Sloane Stephens thought she was the unluckiest person on the planet. The normally vivacious 16-year-old, a fourth seed in the girls' singles division, was in New York City last September preparing for the 2009 U.S. Open Juniors Championship. While waiting for her turn on the practice courts, Sloane received an unusual midday phone call from her older sister, Johnetta.

"All of a sudden she started crying," Sloane recalls. "She's like, 'Dad was in a car accident. He died.' I was like, 'What? You're kidding me.' I felt like I was being punished for something I

One in nine Americans (11%) will lose a parent before age 20% Trong 200 to use of daths ad her second south by Confort form 2my the a trong day of my off. 58% of Americans who lost a parent as a child said it was the hardest thing they've ever had to deal with

Stoane Stephens, photographed near Wimbledon in June 2010 did, because everything bad that could happen was happening. I was like, 'Why me?'"

The sudden, heartbreaking passing of her biological father was the most recent in a series of emotional upheavals that began three years earlier when Sloane was just starting her climb up the ranks of the juniors tennis circuit.

In March 2006, around Sloane's birthday, her stepfather, Sheldon, was undergoing treatment for a rare intestinal cancer and was in and out of hospice care. It was particularly daunting for Sloane, since he'd been the driving force behind her advancement on the court.

Growing up in Fresno, Calif., Sloane would hit with Sheldon every day at the Sierra Sport and Racquet Club across the street from their house; he'd signed her up for lessons with former ATP pro Francisco Gonzalez at age 6. When she started competing in tournaments at age 9, the two traveled everywhere together. Once Sloane showed glimpses of just how talented she was with a racquet—by July 2003, she was ranked fourth among 10-and-unders in the NorCal region—Sheldon decided to move the family to Boca Raton, Fla., so that she could receive more specialized training.

Sheldon was the only father she had known. But just as he faced his battle with cancer, Sloane's biological father, John (who was divorced from her mother, Sybil, when she was a child), discovered he had developed degenerative bone disease from playing in the NFL—and he wanted to get back in touch with his daughter before his health deteriorated. Sheldon supported the idea and Sloane began the slow process of reconnecting with her biological dad.

During this difficult and confusing time, Sloane's mom encouraged her to keep her energy and focus on the court. It worked: In July 2007, Sloane made it to the finals of the National Clay Court Championships in Virginia Beach, and three weeks later helped lead the USA to a clean sweep at the World Junior Tennis Finals in Prostejov, Czech Republic.

Sheldon passed away on Nov. 16 that same year, but Sloane found comfort in continuing to play the sport she and her stepdad had shared. She knew Sheldon wouldn't have wanted her to quit.

Sloane's friendship with John continued to grow, mostly by phone, since he lived in Shreveport, La. Sloane came to admire him "like he was Superman" after learning more

5.3

The score
when Sloane
upset Venus
Williams at
a 2009 World
TeamTennis
event in
Albany, N.Y.

about his NFL career—a star running back with the New England Patriots, John Stephens made the Pro Bowl and was named Offensive Rookie of the Year in 1988. Through him, she was introduced to a whole new group of family members, including 10 brothers and sisters she'd never met (Johnetta is one of them).

Over the next two years, Sloane and John got to know each other—they rode horses together near his house, and John gave her sports nutrition advice and tips on how to stretch and recover properly. He also helped her stay focused and disciplined, which came in handy in July 2009 when an extremely nervous Sloane had to face Venus Williams in a World TeamTennis match.

"I almost peed myself before the match," says Sloane, a 5'7" right-handed power player. "I called my dad before it started and I was like, 'This is not going to go well. I'm playing Venus. What do you do?' He was like, 'No, it's going to be fine. Just fight." Sloane kept her composure and beat the then No. 3-ranked player in the world, 5-3.

So it was no surprise that even when Sloane received the shocking news of John's death just days before her first match at the U.S. Open, John's earlier, powerful words resonated in her mind. Sloane could hear John telling her, "Don't pull out of the tournament," and she listened.

Mom Sybil, herself a former swimming star at Boston University, was in awe of how Sloane pressed forward during that terrible time. After winning her first-round match, Sloane

flew to Louisiana for the funeral, then was back at Flushing Meadows the very next day taking out her next opponent. Grief eventually took its toll, and she lost her third-round match in straight sets, but there was no denying her determination.

"She has a very strong personality and faith in God that things happen for a reason," Sybil says. "I think she inspired John and Sheldon in all that they did, personally and professionally, to be better people, and for John to stay as healthy as possible and maintain his relationship with her. She also inspired our family and our friends with her strength to keep going every day and to live her dream."

It wasn't always simple for Sloane to compartmentalize and keep her grief from cluttering her mental game. Sometimes she felt distracted for a few months, and lost important matches. But slowly, Sloane regained her court focus, building on the strong foundation that tennis had become in her life.

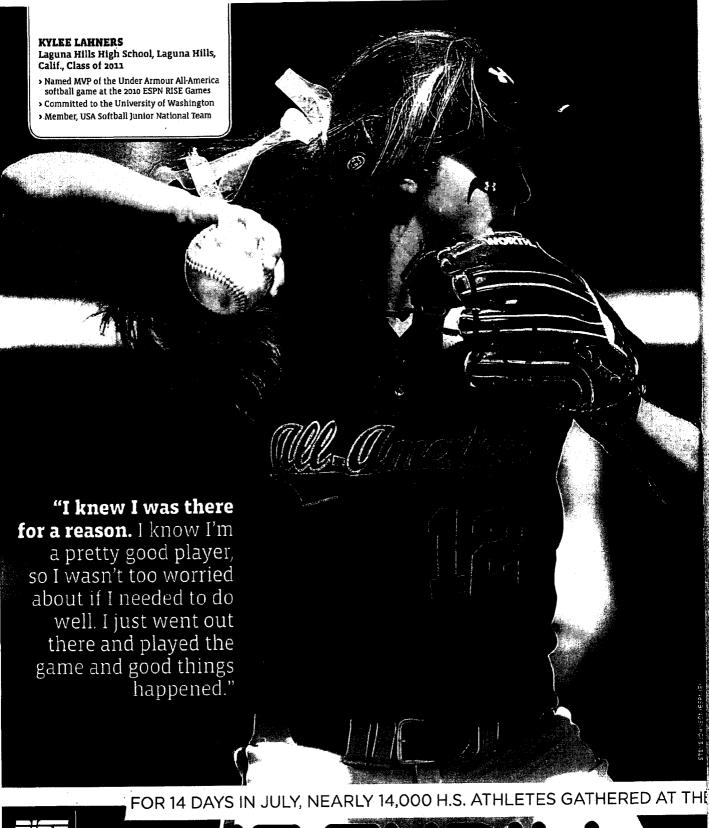
"I really tried to keep my life going, especially with tennis," she says. "It wasn't easy, but I never gave up. I think that the deaths have inspired me to live each day to the fullest and to be positive."

The inspiration her dads provided is evident even now, as Sloane continues to build her tennis résumé. She still lives with her mom and younger brother, Shawn, in Boca, where she trains with Roger Smith at the USTA Training Center while taking classes through an online school. On March 11 of this year, just nine days before her 17th birthday, she celebrated her first win on the WTA Tour with a triumph over Lucie Hradecka. In June, she made it to the quarterfinals of junior Wimbledon for the second straight time. Up next: The U.S. Open. (Tune in to watch the action through Sept. 12 on ESPN2, CBS and the Tennis Channel.)

And how will she react to being there a year later? "I'm sure I'll get emotional again."

But don't expect her to repeat that third-round exit. "My goal is to keep moving forward," Sloane says.

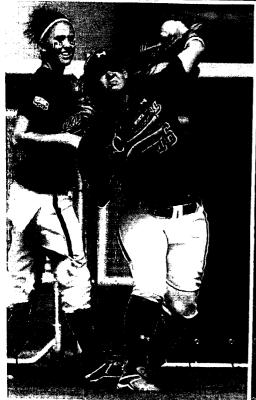
That's the only direction she knows.

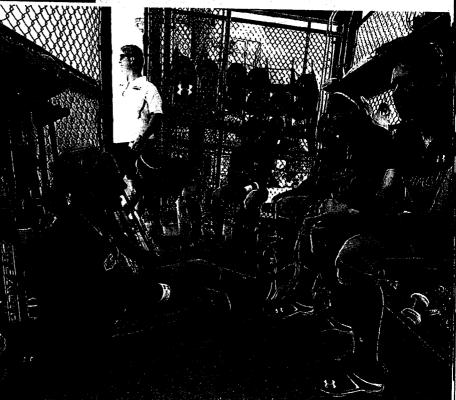










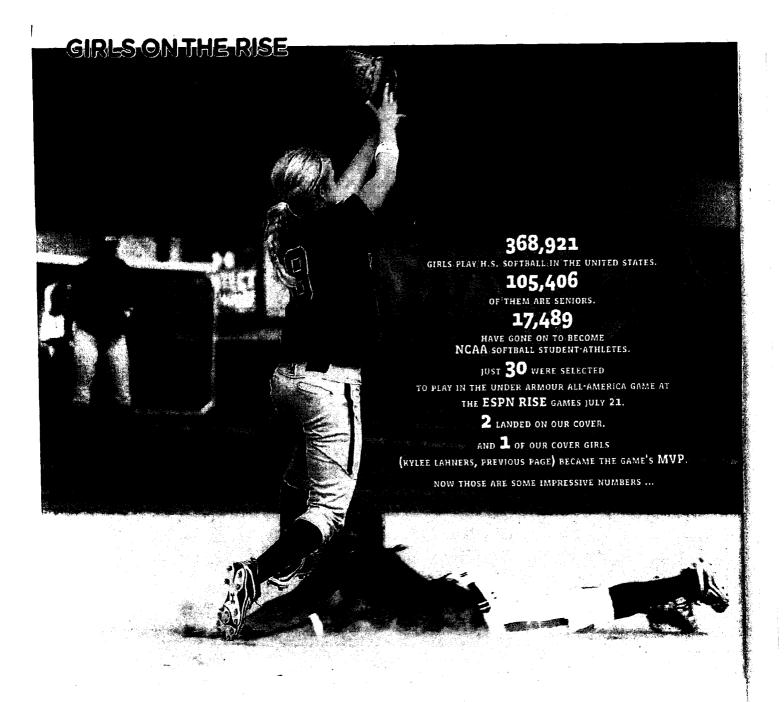


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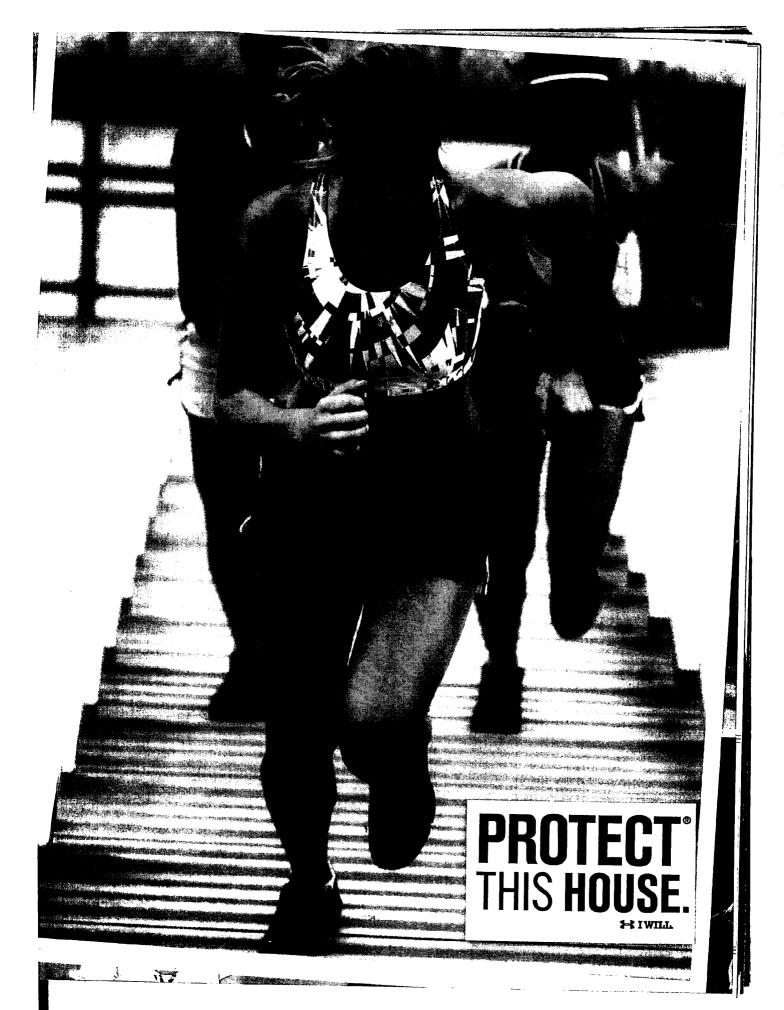
INTERVIEWS BY Kristin Scharkey

FALL 2010 35



The intensity and excitement of the softball game headlined the girls' side of the second annual ESPN RISE Games presented by Target (where Team Rally defeated Team Hype, 9-4, in a seven-inning game). But softball wasn't the only game in town: From July 14 to July 27, high school athletes from across the country also competed in elite and competitive track and field, lacrosse and field hockey. On the guys' side, football and basketball tournaments amped the energy level even higher. By the time the final game ended, nearly 14,000 athletes had experienced the thrill of competition, the pain of a tough loss and the adrenaline rush of victory. Here we offer a look into the experiences of a few big winners from the Games. Go online to ESPNRISE.COM to read all the recaps, see all the photos and watch all the videos from our exciting summer of sports. And see you in Orlando next year!

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PENNSYLVANIA EDITION RIVALRIES: BEHIND THE PRIDE AND YASSIUN

RAKEEM CHRISTMAS IS PENNSYLVANIA'S TOP BALLER

NELLY BY SAMIR HUSSEIN/GETTY IMAGES, MYCK KABONGO BY DUSTIN SNIPES; JUSTIN BIEBER BY AP PHOTO/CHRIS PIZZELLO; TWITTER



HIP-HOP STAR NELLY DROPS KNOWLEDGE ON HIS FIVE FAVORITE MOTIVATIONAL TRACKS

1."#1" BY NELLY

LOGO COURTESY OF TWITTER

"Of course, I don't mind listening to myself.
"#1" is pretty high up there."

2. "MOTIVATION" BY T.I.

"You have to hear the song. You'll understand. Any time you're getting hyped for something, that's what it calls for."

3."A MILLI" BY LIL WAYNE

"It's just the energy of it. The beat is something that gets you hyped and gets you ready."

4. "MAMA SAID KNOCK YOU OUT" BY LL COOL J

"I'm a little new school and a little old school. I think you need the combination."

5."HEART OF A CHAMPION" BY NELLY FEAT, LINCOLN UNIVERSITY VOCAL ENSEMBLE

"I had that joint on the 'Sweat' album. It was pretty good."



♠ Blast

TEXT BLAST TO 27473 (2RISE) FOR MORE MOTIVATIONAL TRACKS FROM ESPN RISE.*

Where
I'm From:
MYCK
KABON

8 /5

FINDLAY PREP (HENDERSON, NEW.) SENIOR GUARD AND TORONTO NATIVE MYCK HARONGO, THE NO. 8 RECRUIT IN THE ESPNU 100, GIVES ESPN RISE THE LOWDOWN ON HIS HOMETOWN.

what's POPPIN'? I live In Toronto, Canada. It's a cultural city; there's a lot of diversity there. I call it the "Screwface Capital." It's the best way to describe it because people are always mad. I have no idea why.

ARE YOU NOT ENTERTAINED?

BRIGHT LIGHTS, BIG CITY If you came here, I'd take you to see the CN Tower. It's one of the tallest buildings in the world. It's pretty fascinating. The Hockey Hall of Fame is in Toronto, too, but I've never been there.

PUMP IT UP Everyone listens to **Justin Bieber**. The Bieber Fever has definitely hit Toronto. People also like Katy Perry, and obviously Drake is the biggest thing from Toronto. I'm a big Drake fan. He's putting on for our city, so you have to.

HUNGRY, WHY WAIT? I would take you to Square Boys for Greek food. I get Souvlaki on a bun. It's chicken meat on a bun and you can put whatever on it. I get it with mayonnaise, lettuce, tomatoes, ketchup and white tzatziki sauce.

SPORTSCENTER The Maple Leafs are the most popular team. Second would be the Raptors.

Basketball is huge and everybody plays it. But it will never replace hockey.

Toronto is known for hockey.

SAY SOMETHING Big shout out to my family and friends back home. My Twitter name is @1MK2; everyone can add me up on there.

MY TOURIST SLOGAN Toronto is the city where you have to play your cards right.





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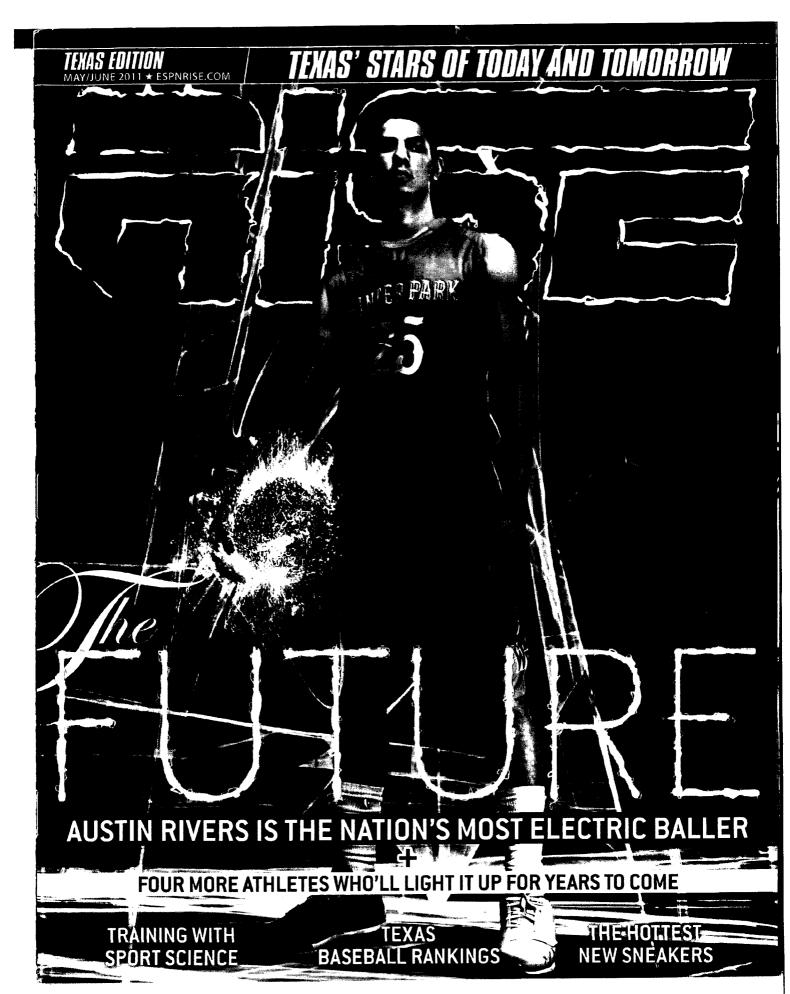
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* RESTAR



ET ALL THE RECRUITING INFO

, THE NATION'S NO. 6 SIGNAL-OUARTERBACK CALLER IN THE ESPNU 150, GRADUATED FROM CHANDLER (CHANDLER, ARIZ.) THIS WINTER TO ENROLL EARLY AT UCLA. HERE'S HIS ADVICE ON HOW TO FOLLOW THE SAME PATH.

As told to Brandon Parker

The first time I heard about graduating early from high school was when I was a sophomore and Matt Barkley had just done it with USC it asked my dad and courb about it, and we thought maybe it would be a good. idea for me. This was before offers started coming to me so shever really said that more so that I would shoot for it, so that if needed or wanted to do it. I had that option.

At [Chandler], our seniors take two or three classes, with the day going from 7.50. to about 11:30. So to get ahead, I just took a normal, full course load as a senior of six classes during the day along with two online classes, which were core credits. It wasn't that hard to me - just a normal day of school like when I was an underclassman.

As a freshman quarterback in college. starring job, so Ethought it couldn't hurt to get there in the spring. It helps getting you come in the spring, it's a little easier to balance getting the playbook down. adjusting to college classes and just taking

For anyone thinking of graduating early. I would say to manage your time wisely. Try and set your elf up to have that option as everything in at the last minute. Make sure your pace so you don't feel rushed.

GATOR BAIT

Florida basketball coach Billy Donovan, a two-time national champ, gives two often-overlooked ways to get noticed by recruiters

TO BE ARRIVANT DONOVAN WISHES MORE

BEYOND THE NUMBERS

I don't really pay attention to where somebody is ranked or how many points somebody scores. Once I determine that the player is talented enough to play at the University of Florida, the next step for me is, OK, is he coachable? How hard of a worker is he? What kind of kid is he? How does he interact with his teammates? How does he handle the officials when there's a call that doesn't go his way? You will be amazed at how many people, myself included, have stopped recruiting somebody looking from a distance and saying, "You know what, that may not be a good fit for us from an attitude standpoint."

FOCUS ON THE LITTLE THINGS

The thing that's very, very underrated is the "it" factor. The "it" factor to me is a guy who understands what he's got to do in the course of a game or the course of practice. And what I mean by that is he understands the chemistry created in the locker room, he understands the Importance of doing the little things, understands the importance of the extra pass. There are so many things that go into becoming a good player besides just somebody's talent. Those are things as a coach you really try to find out about a player when you're starting to recruit him.

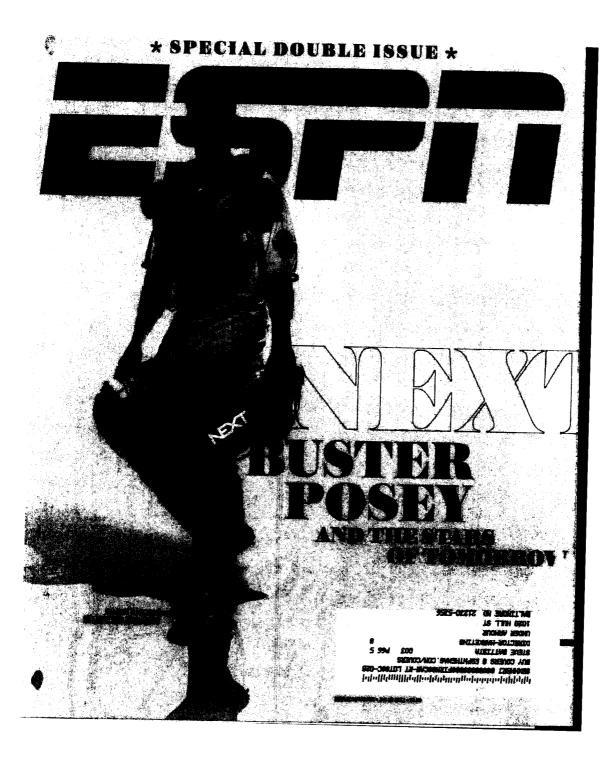


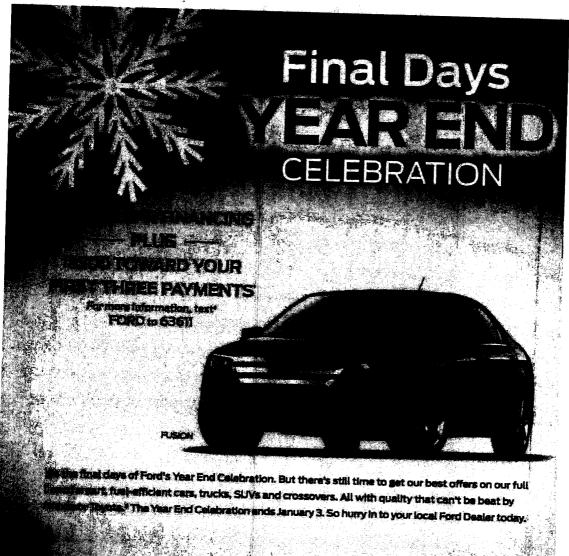
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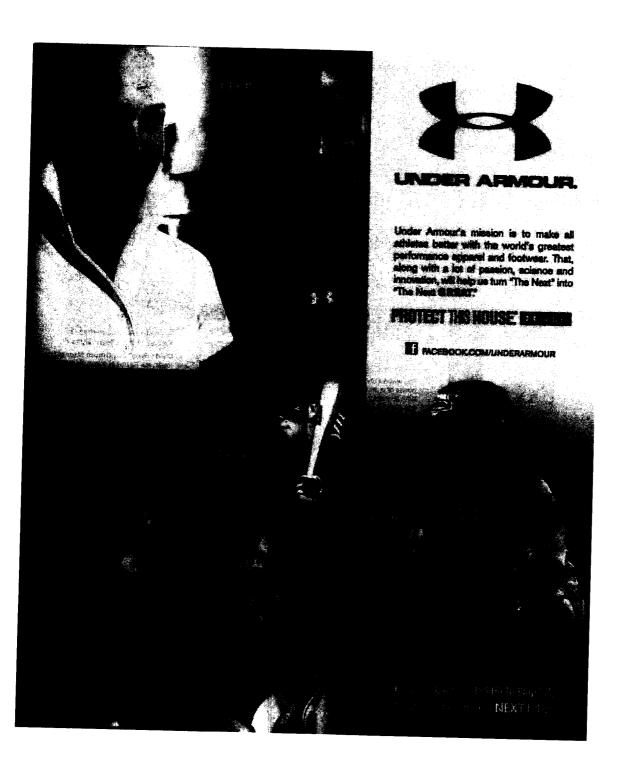
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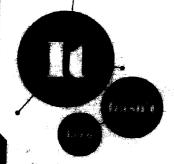
ford.com











eing a Buster. Think about it: Busters are way owang a sustern. Think about it: Busters are usually puts, mostly dogs, and sometimes you're asked. If you're househrolom. Propier shout, "High watch it, Busters" as if they're the first to titlak of it.

tonacce at the same pay like San Francisco Giants So when a gay like San Francisco Giants extended flusters from a come along he gives the same of its Business some street cred. Which is way I wanted to thank him the first time we ke lest June. But as soon as I heard his voice rthe phone. I changed my mind. He sounded erious, greating me with an abrupt

street I enter about his game expension. that Pricey spends most of his day thinking it, maticalously studying film and poring sociating reports. That's one reason he about mancauring superts. That's one reseen he made it to the bigs as quickly as he did in 2000, his one full season in the minors, he posted a per ONE between Claim A and Triple of and entired a September call-up. He was presented a September call-up. He was presented fire good last May 20 and rigged three hits in his first start of the season, which were just a gittingen of what was to come. At age 22, Possy hit 305, blasted 16 horizon staff handled beachelfs best pitching staff with the energy of a wearan. In November. starr with the entry er a woman, in November, his season ended in a champagne celebration. Two inside later, he was named National League Bookle of the Yest.

Possy is the rurent of breeds, a catcher who can fleid his position with ease and swing the bat with the bast. His position lacks the key-lookstens factor of other up-the-middle spots on the dismand, but If you watched Game 4 of



the NLCS, you know that Yosey can do special things. He went a fire-5 with two doubles, each of his hits coming on a different pitch type-festbell, curve, slider and changeap. Meanwhile, he stayed focused behind the piats. In the fifth inning, he accoped a short-hop throw from centerfielder Asson Roward to tag out Phillips' archite fields that the can be homehers play or the catcher Carios Ruiz on a bang-bang play at the plats. The deft maneuver preserved a one-run lead in an eventual 6-5 Giants win. Possy.

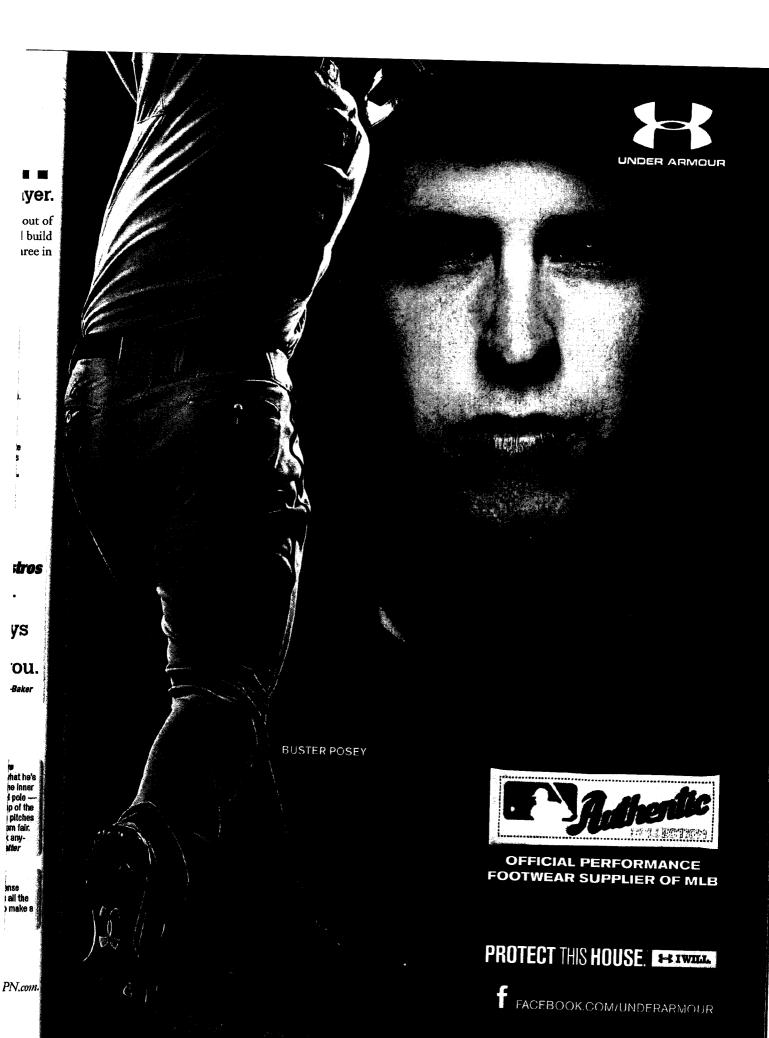
whole \$7, and \$25 pounds, gunned down \$7.26 of attempted besselses in 2010, fifth-best among catches with at least 75 games caught. He has become San Prancisco's first home-grown superstar position player since Matt Williams. And at least one veteran scout, who saw him hit for the first time this past lunsaw him hit for the first time this pest June, immediately compared him to another right-hander Albert Pujols. His approach at the place is that good," says the scout. "If you throw

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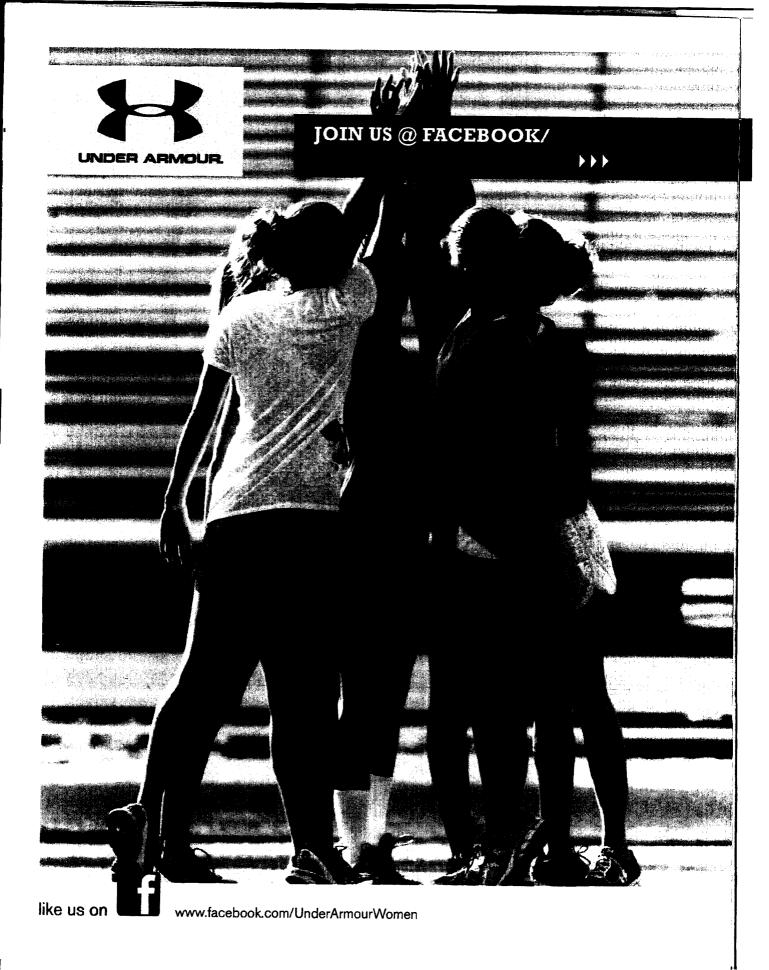
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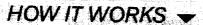
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that helped turn pro softball pitcher CAT OSTERMAN into an Olympic medalist

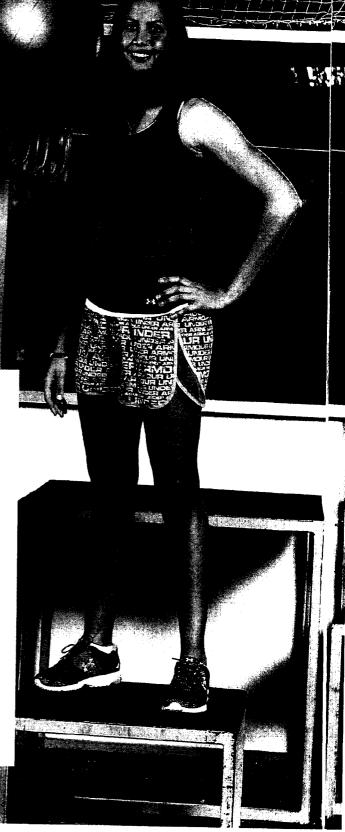
BY NATALIE GINGERICH MACKENZIE **PH**OTOS BY NANCY NEWBERRY

EEPING THINGS BALANCED IS CRUCIAL,

whether it's making time for both practice and homework, juggling different teams, or even playing multiple sports. That's what two-time Olympic medalist Cat Osterman, 27, did as a high school

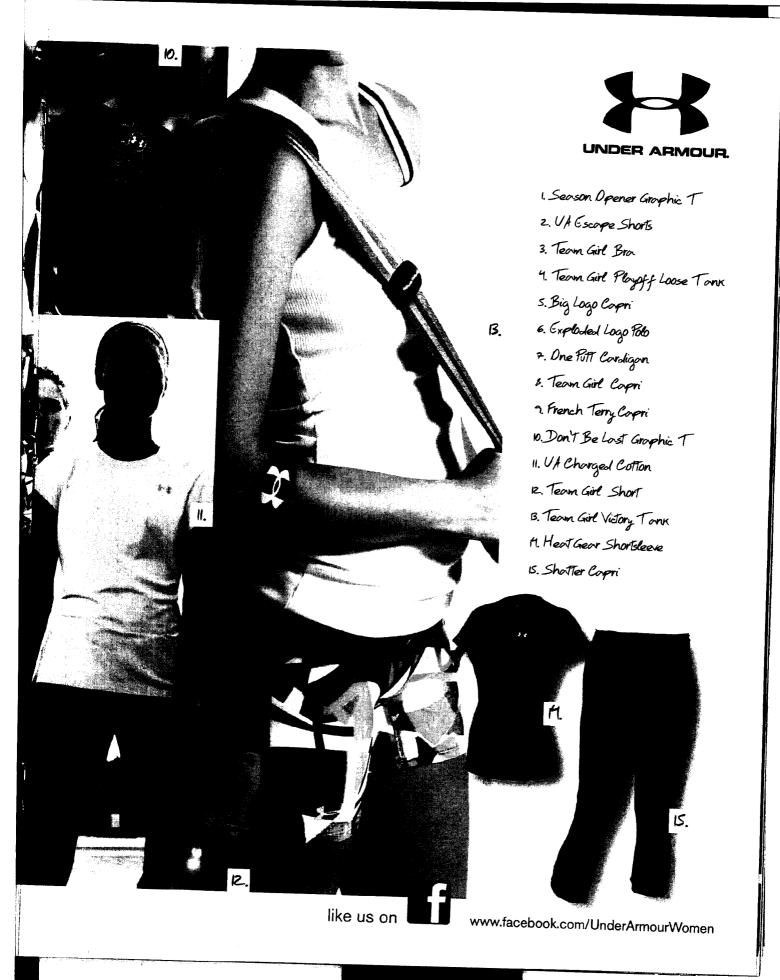
athlete in softball, basketball, volleyball, and briefly, cross country. "I don't think there's a sport I didn't try. I even did gymnastics till I got too tall," says the 6-foot-2 Texas native. These days, as a pro softball pitcher for both a US and Japanese team, she's narrowed her focus to one sport (not counting the occasional lunchtime pickup game of basketball, which she describes as her "first love"), but staying balanced is still a top priority.

That's why Cat's strength routine incorporates core strength in every move, whether she's standing on one leg, using a balance-challenging stability ball, or simply using the all-important midsection muscles to stabilize her body. "Younger athletes don't realize how important core strength is," Cat says. "Activating our core rather than relying on just your arms and legs helps you to be faster and more efficient." Another key component of balance in Cat's strength workout is isolating one arm or leg at a time to make sure that, for example, the lefty pitcher's left arm doesn't do all the heavy lifting and leave her right arm in the dust. While giving each side of the body equal opportunity to get strong is especially important for softball pitchers who throw with one dominant hand, it also helps to maintain healthy alignment for any sport, preventing injuries and keeping you on the field or court rather than in the trainer's room.





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A Do-It-All Player

Even with all the attention, Sydney still gives her team her all-both on and off the court. "Syd knows when to buckle down at practice, but she's hilarious," says friend and teammate senior Stacie Shrout. 18. "We have an incredibly close team. Syd's a do-it-all player, but we're all so tight that we feed off of each other. When she makes a shot, we all start making shots."

Like any star athlete, Sydney shoulders the pressures and responsibilities of being a team leader. As co-captain, she knows that an off-day for her could mean an off-day for the team. "[Coach Fookes] expects a ton from me," Sydney says. "Sometimes it's annoying to come in every day and feel like I need to play perfectly." Even so,

Sydney respects and appreciates Coach Fookes' advice and support. "She brings out the best in me," Sydney says. "[She's] taught me that coaches can care about you as a person, not just as an athlete."

Spring Rolls and Dirt Bikes

When Sydney isn't on the court, you're likely to find her with her bestie. senior Jackie Marchall, 18, and other friends at an Asian buffet. "We tend to eat one of everything," Jackie jokes. "No, seriously. We eat a lot of food." And when she's not scarfing down spring rolls. Sydney's into riding dirt bikes—a hobby that terrifies her coach. "Last summer, I took a turn and slid out, scraping my knee. I couldn't bend it for a while and that probably made her nervous," says Sydney, who loves off-roading with her brother, Thad.

Coach Fookes can't help but be protective of her star player. The Lady Rebels hope to snag their first three-peat as regional champs. then bring home a Sweet Sixteen championship. After that, Sydney's main task will be to narrow her list of prospective colleges to three. "I just hope I make the right decision," she says. "I'm the first kid, and my mom's going to have a big impact on where I go. She won't want me to go far." Libby couldn't agree more.

"I was 18 years old when I had Sydney," Libby says. "When she heads off to college, I'll just cry. I don't know basketball, but I love watching her. If I could uproot the family to follow her, I would." Frank and Libby aren't the only family members cheering Sydney on. At a recent game, as she was about to take a free throw, her little brother Montigo planted himself behind the basket where she could see him cheering, "Go on, Syd! Go on!" Needless to say, she made the shotthen playfully stuck her tongue out at him. And when her sister Senali recently joined a church basketball league, she made sure to ask for Sydney's number 40 on her team jersey. "But it went to some other girl and she absolutely threw a fit," Sydney laughs.

Family fans aside, the public spotlight on Sydney is only getting brighter, as newspaper and blog headlines continue to tell of how she "steals the show," and describe her plays as "game-clinching" or game-ending. Despite the hoops—and the hoopla—it still comes down to one thing for Sydney. "I want to be known for my own name," she says. Go on, Syd! Go on! #

Talk About Good Genes

Three more superstar student-athletes and their famous pro-sports families

AUSTIN RIVERS Senior at Winter Park HS, Winter Park, Fla. Junior at The Governor's Rivers is doing all he can to break free from the shadow of his famous father Doc Rivers, head coach of the Boston Celtics.



ALEX CARPENTER Academy, Byfield, Mass.

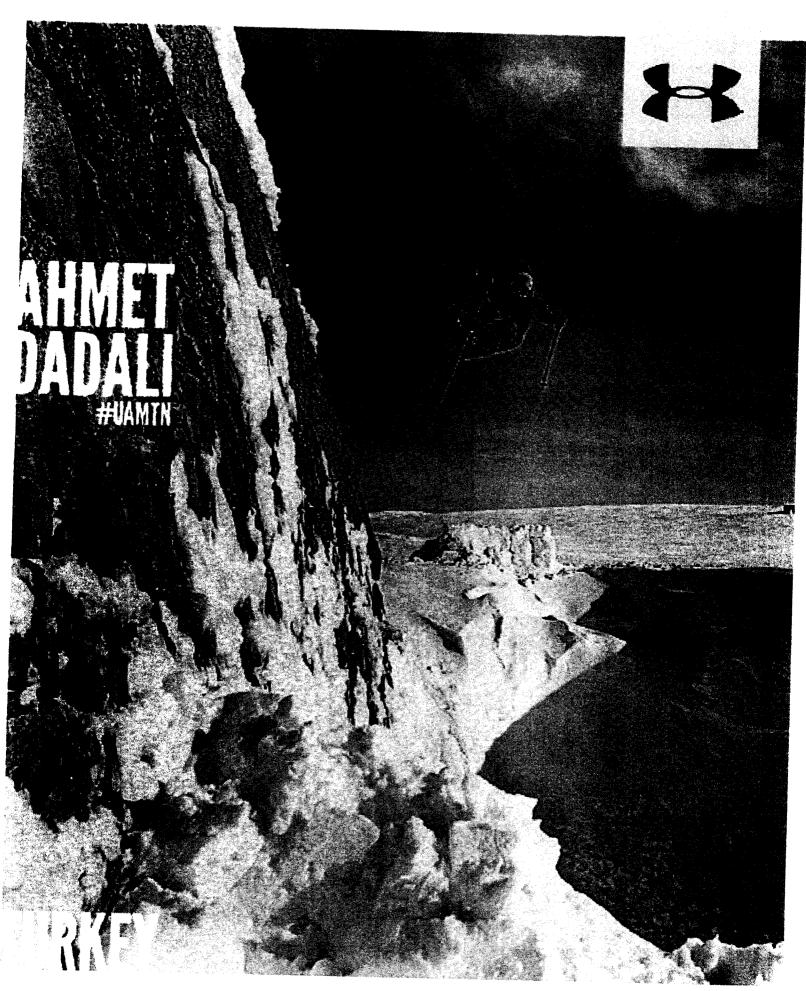
In 1981, Bobby Carpenter was the first player ever drafted out of a U.S. high school straight to the NHL.

Now, 30 years later, his daughter, Alex, is one of the nation's top women's hockey recruits. Bobby's advice to Alex? "Tell them, 'If my dad were a girl, he would probably play just like me.' "

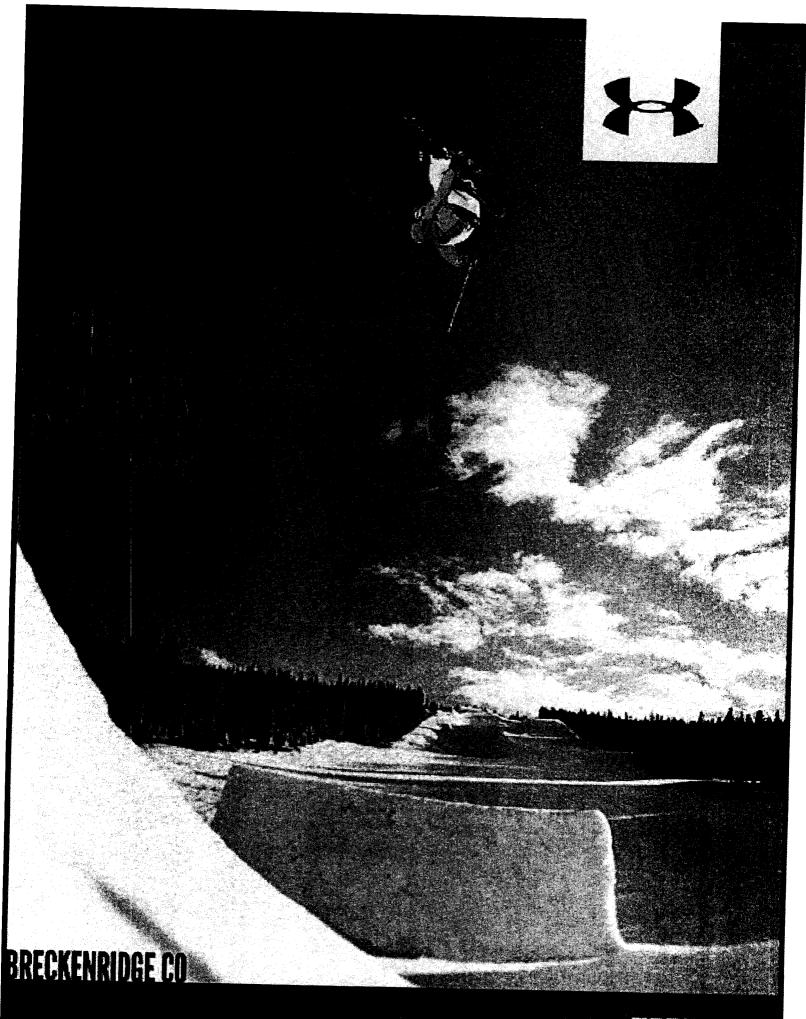
NICKLAUS O'LEARY Senior at William T. Dwyer HS. Paim Beach Gardens, Fla. Golf legend Jack Nicklaus keeps

tabs on all 21 of his grandchildren, but his third grandchild, Nicklaus O'Leary, stands out. The 6'4", 230-pounder can fire off golf rounds in the 70s, but his future is in the NFL, not with the PGA Tour. -STACEY PRESSMAN, ESPN THE MAGAZINE





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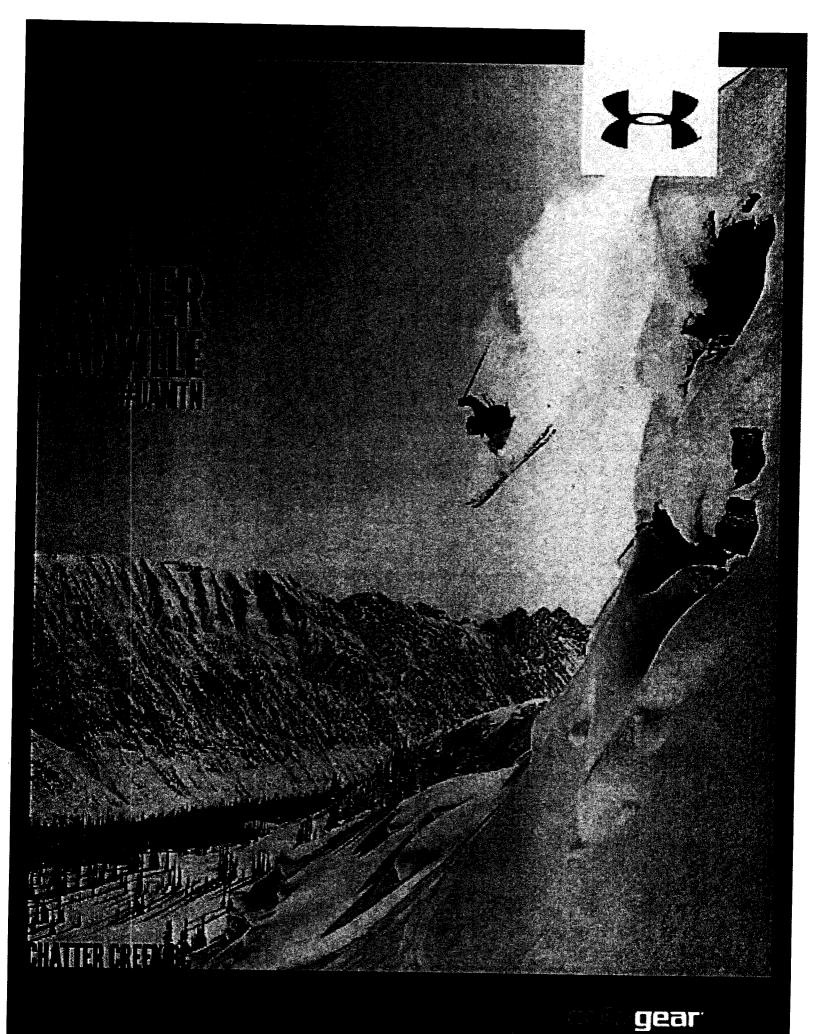




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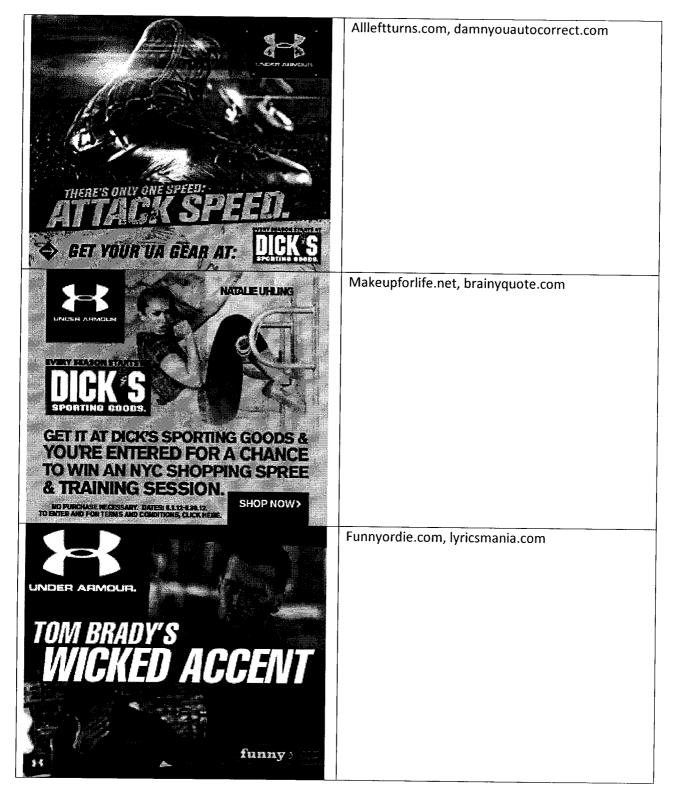


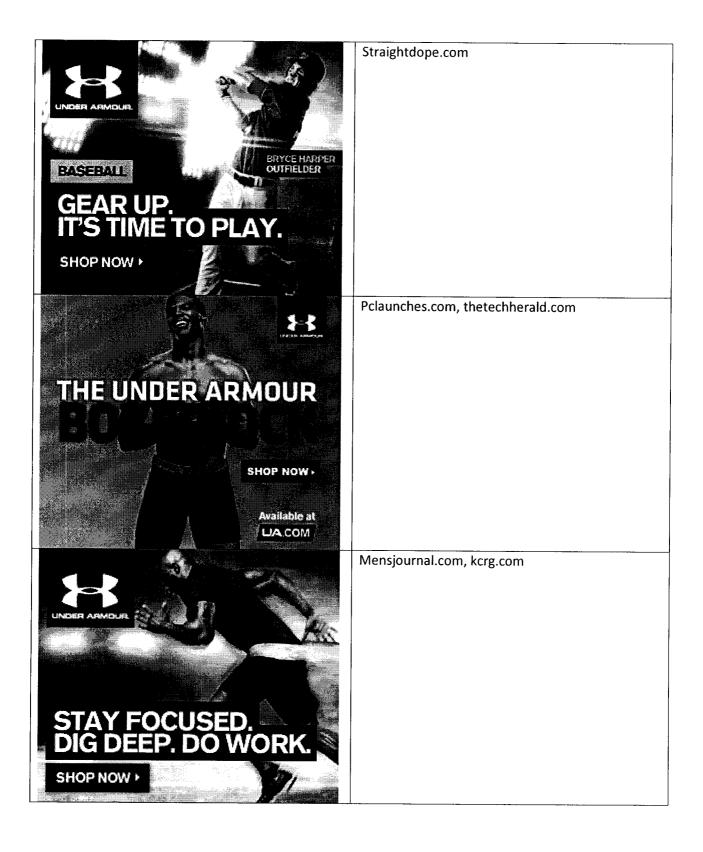
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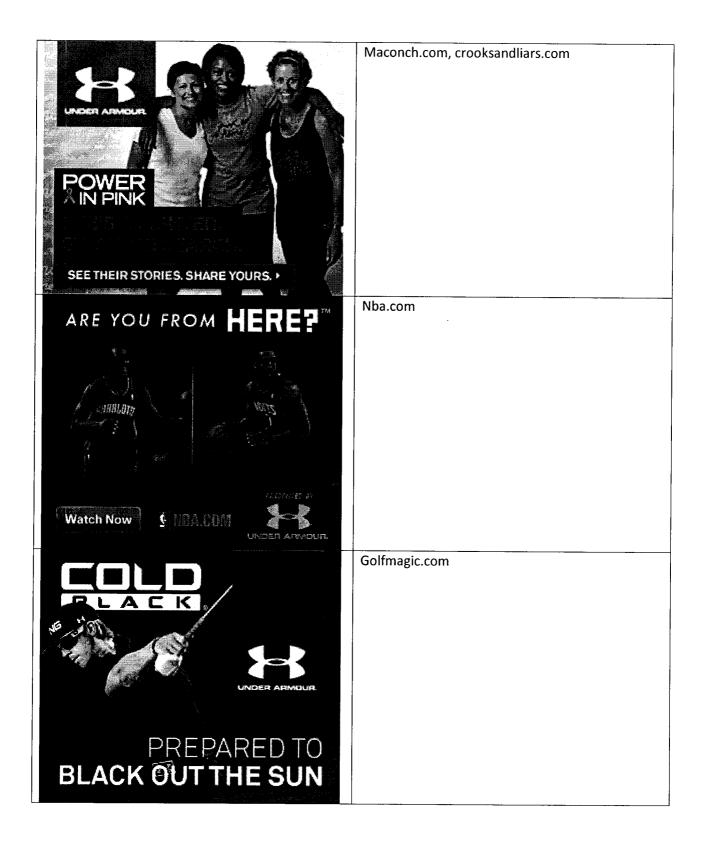
Declaration of Kevin Haley

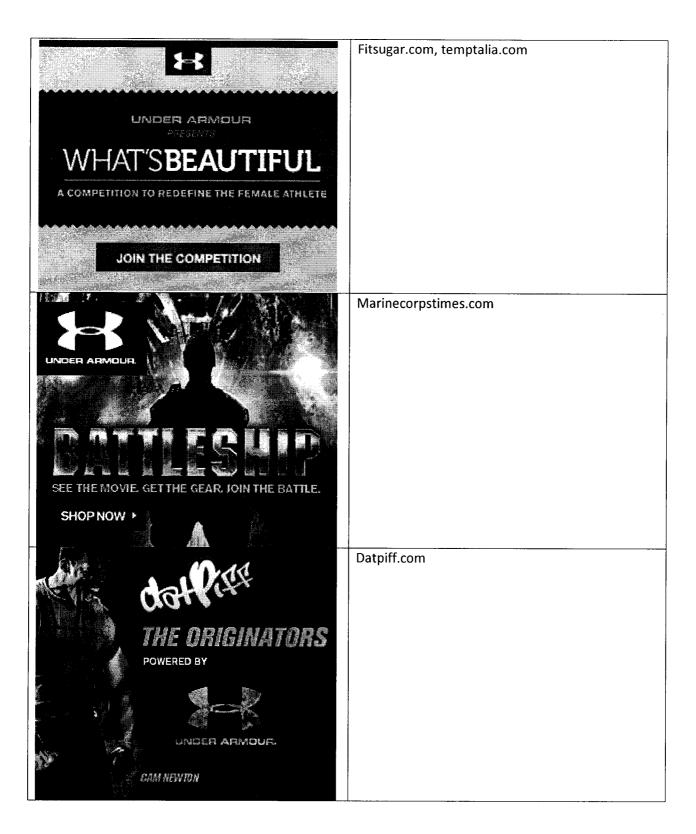
Exhibit 5

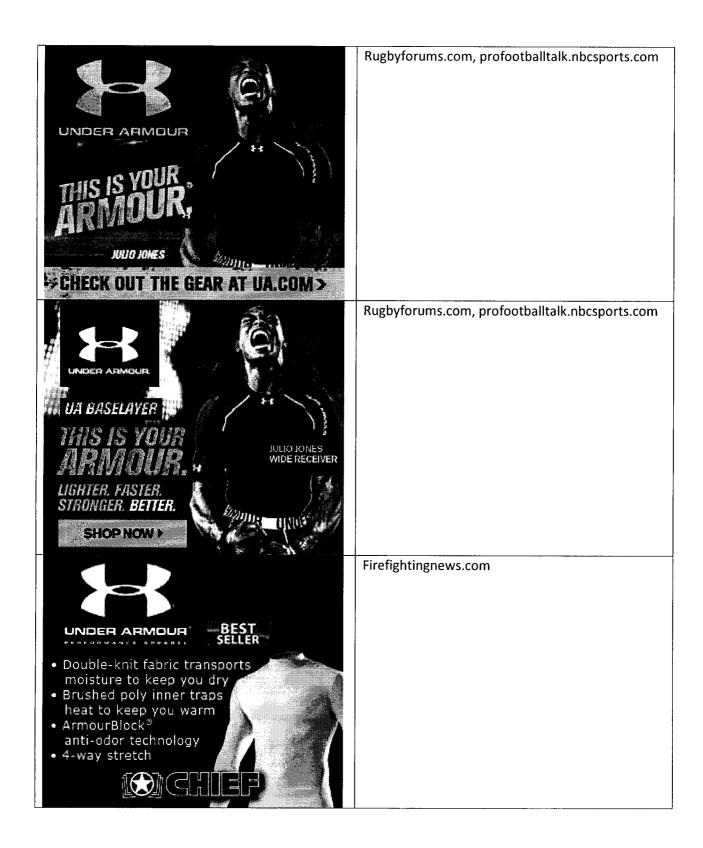
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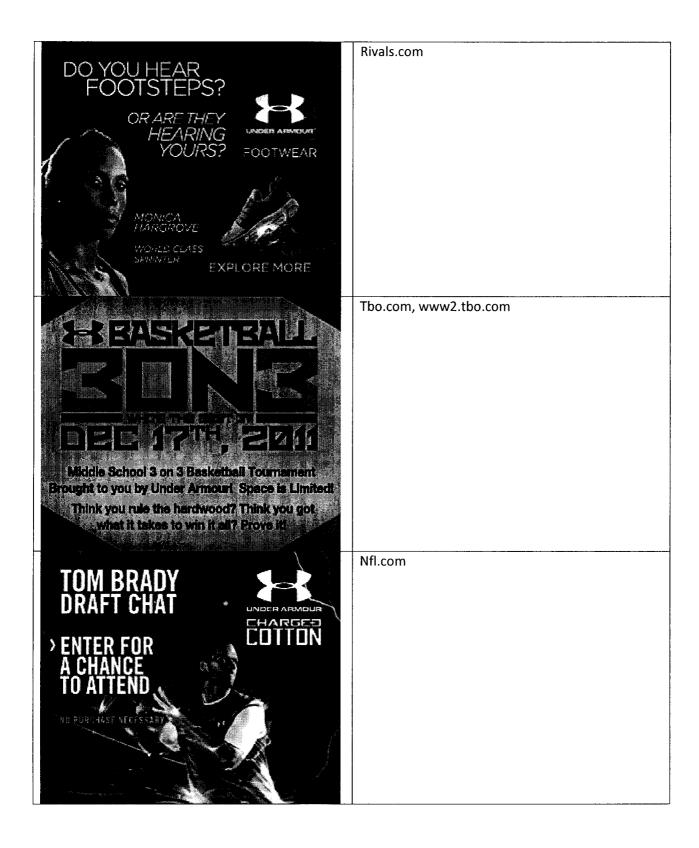














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Exhibit 6



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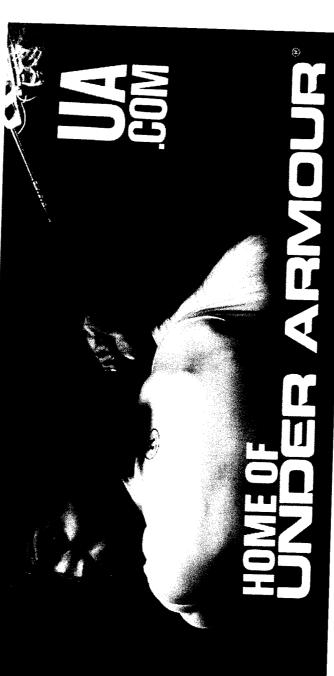
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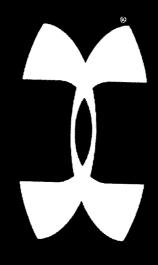
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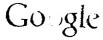


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Declaration of Kevin Haley

Exhibit 7



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Amazon.com: Women's Team Victory UA Logo Short Bottoms by Under ...

Women's Team Victory UA Logo Short Bottoms by Under Armour by Under Armour Average Customer Review: \$19.99 - \$24.99. See All Buying Options ... www.amazon.com/Womens-Victory-Bottoms-Under-Armour/../2?o... - Cached

<u>UABiz.com - Under Armour, Inc. - Investor</u> <u>Relations</u>

Founded in 1996 by former University of Maryland football player Kevin Plank, Under Armour is the originator of performance apparel - gear engineered to ...

investor.underarmour.com/ - Cached - Similar

Under Armour, Inc.: NYSE:UA quotes &

news - Google Finance

The Company's trademarks include UNDER ARMOUR, HEATGEAR, COLDGEAR, ALLSEASONGEAR and the Under Armour UA Logo. The Company's product offerings consist of ... www.google.com/finance?q=NYSE:UA - Cached - Similar

UA Stock Quote | Under Armour, Inc. Research

July 27, 2010 – The Motley Fool; Under Armour Q2 2010 Earnings Call TranscriptJuly 27, ... sister and grandmother is wearing the UA logo at my local gym.

caps.fool.com/Ticker/UA.aspx - Cached - Similar

<u>Under Armour Women's UA Logo Tee -</u> <u>Essential Apparel</u>

This Under Armour Logo Tee is delivered in a feminine silhouette for the perfect fit. Product Features: * Flatlock Seams feel smooth against the skin to ... www.essentialapparel.com/.../Under-Armour-Womens-UA-Logo-Tee - Cached

<u>Under Armour (UA) soars on Q1 earnings -</u> <u>BloggingStocks</u>

Apr 28, 2009 ... UA logo Under Armour (NYSE: UA - option chain) shares are soaring higher today after the company reported a first-quarter profit of \$3.96 ... www.bloggingstocks.com/../under-armour-ua-soars-on-q1-earnings/ - Cached - Similar

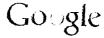
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3-inch inseam. UA logo on right leg. Pairs with
HeatGear UA Tech Tank 1001317. This Under
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www.herroom.com/Under-Armour-1001349-UA-Tech-Short.shtml - Cached

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Under Armour UA Team Hat hats at lids.com

You'll be ready for any game with Under Armour's Team Hat Stretchfit cap, featuring the "UA" logo on the side and HeatGear technology to keep you cool. ... www.lids.com/pid/20118073 - Cached - Similar

Under Armour Blanks UA Team Hat Reviews | 19 reviews | Buzzillions.com

Review by cubsfanatictn - Aug 21, 2009 - Price range: \$23.99 Jul 9, 2009 ... You'll be ready for any game with Under Armour's Team Hat Stretchfit cap, featuring the "UA" logo on the side and HeatGear technology to \dots www.buzzillions.com/dz_1045550_under_armour_blanks_ua_team_hat_reviews - Cached

Under Armour Men's HeatGear UA Tech Shortsleeve T - Midnight Navy ...

Heatseal UA logo and Lockertag. 95% 4.6 oz PolyArmour / 5% Elastane. Imported. Under Armour Men's HeatGear UA Tech Shortsleeve T - Midnight Navy Color ... www.opticsplanet.net > Under Armour - Cached - Similar

Under Armour - National Outdoors | Outdoor Gear Price Comparison Tool

Built from Under Armour® performance fibers to keep you cool, dry, and comfortable through any activity. ... Embroidered ${\it UA}$ ${\it logo}$. Sold in pairs. Imported. ... www.nationaloutdoors.net/compare_deals/.../Under-Armour/ - Cached

UA Under Armour: Powerful consumer brand, rapidly growing business ...

 ${\bf Under\,Armour}$ is an amazing brand and amazingly you can buy in today only a few ... Lately I have been noticing the UA logo on unexpected items, and more ... www.prooftrader.com/.../Powerful-consumer-brand-rapidly-growing-business-and-its-hidingin-plain-view - Cached

Under Armour Inc. (UA) Stock Description - Seeking Alpha Our major trademarks include the UA Logo and UNDER ARMOUR®, both of which are registered in the United States, Canada, the European Union, Japan and several ... seekingalpha.com/symbol/ua/description - Cached

Under Armour® Womens HeatGear® Loose @ Sportsdepot.com Our Price \$24.99; The newest versatile Under Armour® workout short. ... Rollover UA logo waistband with internal drawcord for easy fit. ... www.sportsdepot.com/wloosegear.html - Cached

Under Armour 1201259 UA Heatgear Short Sleeve Logo Tee Product ID: 1201259 Under Armour' signature moisture transport system; Under Armour UA logo on.com 1203961-001 under-armour ... brandsaleinfos.info/Under-Armour-1201259-UA-Heatgear-Short-Sieeve-Logo-Tee/ Cached

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Under Armour ColdGear | GoBros.com
Under Armour ColdGear clothing including Under Armour ColdGear mock turtleneck, ...
UA logo on the left chest provides a great look on or off the field. ...
www.gobros.com/under-armour/under-armour-cold-gear.php - Cached - Similar

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www.prodirectsoccer.com/prodinfo.asp?PID=PDS...7... - Cached

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Under Armour Women's Heatgear Racer Tank

UA logo is printed on left chest, and Under Armour logo is printed on upper back. Compression tank features wide racerback straps and built-in mesh shelf ... www.tennis-warehouse.com/Under_Armour.../descpageWAUA-USWHGRT.html - Cached

Under Armour Catchers Gear? - Topic Powered by Social Strata

20 posts - 12 authors - Last post: Sep 24, 2009

This catchers gear from Under Armour is starting to show up here ... Soon, an aluminum bat is gonna cost \$600 because it has the UA logo on ..

hsbaseballweb.com/eve/forums/a/tpc/f/.../m/7951095192 - Cached - Similar

Under Armour - Fourth and Long | ZachStocks

Sep 10, 2009 ... UA Logo It's do or die time for Under Armour Inc. (UA). As football season kicks into high gear, the specialty sports apparel company must ... zachstocks.com/2009/09/under-armour-fourth-and-long/ - Cached - Similar

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Under Armour Performance Headband. Traditional headband design. Performance fibers for maximum moisture transport. Embroidered UA logo. Imported. .. www.like.com/under-armour-white-black-pink-womens-hats.htm - Cached

Under Armour could offer up \$100 million in stock - ESPN

Aug 26, 2005 ... Under Armour has declared its intentions to go public by filing its ... "The UA logo now really means something to athletes and kids alike. ... sports.espn.go.com/espn/columns/story?columnist...id... - Cached - Similar

Under Armour - UA Blitz Forearm Shiver customer reviews - product ...

Under Armour product reviews and customer ratings for UA Blitz Forearm Shiver. ... Sublimated graphic pattern and UA Logo. Sold in Pairs. Imported. ... reviews.underarmour.com/2471/1209098/reviews.htm - Cached

Under Armour - Rose-Hulman Bookstore

Under Armour. Crimson lightweight polo with 3 UA logo buttons in front. "Rose-Hulman" and UA logo embroidered in white on left chest. ...

hulmanbooks.collegestoreonline.com/.../catalog.html&this_category=71&store=505&design=505 - Cached

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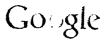
Under Armour® moisture transport with an exceptionally soft cotton-like feel. ... 95% 4.6 oz Polyester / 5% Elastane; Heatseal UA logo and Lockertag ... www.columbussupply.com/products/?productid=3349 - Cached

Under Armour Basketball - The New Prototype(s): Young Buck ...

21 posts - 17 authors - Last post: Feb 28, 2009

Brandon Jennings Under Armour - Young Money - ProtoTypes I just dont like the big UA logo on the side of kicks. LOS ANGELES LAKERS ...

niketalk.yuku.com/.../Under-Armour-Basketball-The-New-Prototype-Young-Money.html -



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Michael Atkins - Seattle Trademark Lawyer - Rawlings Sues Under ... Jun 13, 2010 ... Rawlings Sues Under Armour for Use of Rebranded Batting Helmet in Ads ... upon seeing the UA Logo affixed to the COOLFLO® Helmet Mark and ...

seattletrademarklawyer.com/ ...frawlings-sues-under-armour-for-use-of-rebranded-battinghelm.html - Cached

Under Armour ® | Men's UA Transition Full Zip Hoody |... review at ... Learn more about Under Armour ® | Men's UA Transition Full Zip Hoody |..., learn other ... See more from underarmour.com » · * Heatseal UA logo.100%. ... www.kaboodle.com/.../under-armour-mens-ua-transition-full-zip-hoody-1201076-59.99-7 -Cached - Similar

Under Armour Armour Fleece Hoodie - Men's

ShopWiki has 192 results for Under Armour Armour Fleece Hoodie - Men's, ... Marsupial pouch doubles as a hand warmer. Embroidered UA logo. Imported. ... www.shopwiki.com/Under+Armour+Armour+Fleece+Hoodie+-+Men's - Cached - Similar

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USATODAY.com - No sweat: Idea for athletic gear takes him to top Dec 12, 2004 ... Stone wanted Foxx to wear a futuristic-looking jockstrap; Plank made sure the "UA" logo was front and center. Under Armour wasn't being .. www.usatoday.com/money/.../2004-12-12-plank-usat_x.htm - Cached - Similar

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Under Armour - Hair Accessories - Prices

Women's Steadfast II Headband Headwear by Under Armour. Tapered headband constructed in sport mesh. UA Print detail and printed UA Logo. 100% Polyester. ... www.wikio.com/.../hair-accessories-brand_under_armour-reviews-11310-page1-sort0.html - Cached

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Under Armour Accessories - Baselayer

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Under Armour Team Uniforms? - The Lacrosse Forums

13 posts - 8 authors - Last post: Jul 6, 2006

Under Armour Team Uniforms? Equipment Forum. ... jerseys and shorts don't get any better just because of a stupid little RBK or UA logo. .. forums.insidelacrosse.com/showthread.php?t=52123 - Cached

NBA Kicks: Under Armour Micro G Fly (Brandon Jennings P.E.

Dec 7, 2009 ... Following up on our Under Armour Micro G Fly coverage here, ... A very prominent red colored "UA" logo can be seen on the brief shot ... counterkicks.com/.../nba-kicks-under-armour-micro-g-fly-brandon-jennings-p-e/ - Cached

Racerback Sports Bra: Under Armour UA Duplicity C Sports Bra ...

Reversible, with "UA" logo on left front on the inside and outside, and also "under armour" at center back on the band on the inside and outside. ... www.beststockprices.us/.../racerback-sports-bra-under-armour-ua-duplicity-c-sports-bra-1209516/ - Cached

Rakuten - UA Under Armour UA logo leather beit buckle - Golf ...

9975 (US\$115.71) - Others at Rakuten. "Sports & Outdoors > Golf > Men's Wear > Belt > Others" & more. Rakuten Ichiba is the biggest online shopping ... en.item.rakuten.com/atomicgolf/a0040x08-011j/ - Cached

How Under Armour has built business - SFGate

Jan 31, 2010 ... The Under Armour chairman is in his element when he is close to football, ... team's practice shorts. The UA logo is at the top by the hip, ... articles.sfgate.com/.../17841686_1_nike-armour-chairman-plank - Cached - Similar

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Under Armour Tech 3" Short Womens - SportsAuthority.com

Side notch; UA logo foldover elastic waistband. Under Armour Armourfleece Tops -Womens · Under Armour Cold Gear Armourfleece Hoodie Womens Under Armour ... www.sportsauthority.com/product/index.jsp?productId=3692169 - Cached

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Tops / Brand: UNDER ARMOUR. From Shop: ... www.cloettafazer.com/.../Boys-Hockey-Longsleeve-UA-Tech-T.html - Cached

T-Shirts, Under Armour Women's UA Logo Tee School team sports ...

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OSCARItem_82+2101008.aspx - Cached

Under Armour Prototype 2: Louisiana Tech | KicksOnFire.com

Aug 5, 2010 ... Here we have the Under Armour Prototype 2 that was specially ... Tech logo on the lateral heel, and the UA logo on the lateral forefoot. ..

www.kicksonfire.com/.../under-armour-prototype-2-louisiana-tech/ - Cached

Under Armour - Women's Lacrosse Sticks, Women's Lacrosse Equipment ...

NEW UNDER ARMOUR 1001266 SHORTSLEEVE UA ELITE JERSEY ... UA logo is center

-screened so teams have room to embellish on front of jersey. ... www.sportsherway.com/../listcategoriesandproducts.asp?...356 - Cached - Similar

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⇒Under Armour UA Attack Short Sleeve Jersey

-V-neck for additional comfort -UA logo is center-screened to allow for maximum team ... Under Armour UA Attack Short Sleeve Jersey. Product ID: 1001288 ... www.wwsport.com/.../Under+Armour+UA+Attack+Short+Sleeve+Jersey.aspx - Cached

Under Armour UA Semi-Fitted Pant (1204013) | Moving Comfort Women ...

Jun 30, 2010 ... Under Armour UA Semi-Fitted Pant (1204013) Brand: Under Armour Availibility: N/A. ... Reflective "UA" logo at right leg for safety. ... movingcomfortwomensportsbra.blog.com/under-armour-ua-semi-fitted-pant-1204013/ -Cached

Under Armour Working On Designs For Running, Basketball Shoes May 1, 2008 ... Under Armour Working On More Designs Of New Prototype Shoes Under ... into shoes "signals the company's intentions to make the [UA] logo as ... www.sportsbusinessdaily.com/article/120511 - Cached - Similar

Under Armour Women's UA Logo Graphic ShortSleeve Tee 95/5 polyester/elastane UA Tech is breathable and moisturewicking. A loose fit keeps you moving freely. Under Armour logo on the chest. Crew neck. Imported. ... www.stylefeeder.com/.../Under-Armour-Women-Apos-S-Ua-Logo-Graphic-Shortsleeve-Tee - Cached

Under Armour Undeniable Jacket Sr

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Zippered hands pockets and front MP3 pocket; Embroidered UA logo ... The Under Armour Undeniable Flex Fit Hat provides strategic ventilation as well as ... $www.icewarehouse.com/descpage.html?pcode=\overline{UAUDJ}-Cached$

Under Armour too aggressive in footwear? « BrandDunk

Nov 3, 2009 ... Under Armour has been a favorite brand in the sports world for over a I know it is just cosmetic having the UA logo on your feet, ... branddunk.com/.../under-armour-too-aggressive-in-footwear/ - Cached - Similar

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We are pleased you chose Under Armour and are eager to assist you. The UA logo is our guarantee. Under Armour® stands by its gear and expects nothing less ... www.momsview.com/underarmour.shtml - Cached - Similar

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Oct 31, 2008 ... To date, they still have not released Under Armour lacrosse uniforms ...
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centraliowalax.blogspot.com/2008/10/part-4-under-armour.html

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Under Armour going public.... [Archive] - Sportsbetting Forums ...

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under armour glove - 1519 results like ColdGear® Liner Glove Gloves by Under Armour, ... and unsurpassed ventilation Exclusive seamless, embossed (UA Logo. ... mytriggers.com/under-armour-glove/search-html - Cached

Under Armour Wear

Under Armour Wear, Heatgear, Coldgear, Classic Polo's, Full Fit T-shirts, Tactical Full T-shirt ... has an embroidered UA Logo, ribbed cuffs and bottom hem. ... www.tornadoalleytshirts.org/UnderArmour.html - Cached

<u>Under Armour Men's UA Battle Loose Hoody from Under Armour at SHOP.COM</u>

Under Armour Men's Armour® Fleece Tackle Twill Logo Hoody *Marsupial pouch doubles as a hand warmer *Embroidered UA logo *Loose fit Worldwide Sport ... www.shop.com/Under+Armour+Mens+UA+Battle+Loose+Hoody-295834469-p+.xhtml -Cached

Under Armour®

Under Armour's signature long-sleeve compression top gets an update with a new ergonomic fit and Anti-Odor HeatGear fabric. The top also features a UA logo ... www.cardinals-sportcenter.com/under-armour - Cached

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The Under Armour Performance Headband has a traditional headband design.
Performance fibers for maximum moisture transport. Embroidered **UA logo**. ...
www.thefind.com/apparel/info-under-armour-fiber-headband - Cached

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shop.volleyball.com/SKU/.../Under+Armour+Attack+Short.aspx - Cached - Similar

Under Armour (UA) drops 2008 revenue forecast - BloggingStocks Apr 29, 2008 ... UA logo Under Armour, Inc. (NYSE: UA) shares are falling after the company reported a first-quarter profit of \$2.9 million, or 6 cents per ... www.bloggingstocks.com/.../under-armour-ua-drops-2008-revenue-forecast/ -Cached - Similar

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Women's Team Victory UA Logo Short Bottoms by Under Armour Canoe ...

Aug 1, 2010 ... Save On Women's Team Victory UA Logo Short Bottoms by Under Armour Lightweight Knit pique. Armour®Stretch improves mobility and accelerates ... canoesporting.co.cc/info-

Women_s_Team_Victory_UA_Logo_Short_Bottoms_by_Under_Armour-B003C4ZB4G.html - Cached

Fogdog - Under Armour Tech Long Sleeve Tee Mens

Buy Under Armour Tech Long Sleeve Tee Mens at Fogdog.com and choose from ... 95% PolyArmour™ polyester/5% elastane; Long sleeves; UA logo at left chest ... www.fogdog.com/fog-under-armour-tech-long-sleeve-tee-mens--pi-1929225.html -Cached - Similar

Under Armour Youth MPZ Armour Cup | Boys Underwear

Under Armour Youth MPZ Armour Cups feature: MPZ (Modular Protection Zones) is a ... unmatched breathability UA logo on the center Recommended for ages 6 - 9. boysunderwear.guidestobuy.com/under-armour-youth-mpz-armour-cup - Cached

Under Armour Lacrosse Hoody Black

May 28, 2010 ... Under Armour word mark and UA Logo at the front. Made of 100% polyester fleece, the Under Armour LAX Graphic Hoodie is perfect for lacrosse ... hub-astro.co.cc/Under-Armour-Lacrosse-Hoody-Black/

RGS-Logoed Under Armour Men's ColdGear Longsleeve Mock Under Armour Men's ColdGear Longsleeve Mock Style #1000512 in blaze orange with black UA logo on collar and featuring the RGS logo on the left chest. www.ruffedgrousesociety.org/.../rgs-logoed-under-armour-men-s-coldgear-longsleevemock-6.html - Cached

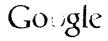
Under Armour Foldover Knit Women's Sportswear Pants & Shorts Under Armour Women's Skill Woven Pants. Quiet, Mechanical stretch woven. UA Logo fold over elastic waistband. 4-way stretch improves mobility/comfort and ... www.pronto.com/under-armour-foldover-knit-womens-sportswear-pants-and-shorts-d9vnn -

YouTube - Under Armour Gen II Tactical Pant by U.S. Cavalry

:- 1 min - Oct 30, 2008

Total versatility and total Under Armour® performance in the field ... 2-inch wide back belt loop with embroidered tonal UA logo. Embroidered ... www.youtube.com/watch?v=dKAzwYH7oCE - more videos »





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Power Football Boots - Under Armour Dominate Pro - 01/05/09 ...

24 posts - 22 authors - Last post: May 1, 2009

seriously these boots look like **under armour** took a pair of adiPure 2 boots slapped their **UA logo** on it and called it their cleats. ...

www.soccerbible.com/.../power-football-boots-under-armour-dominator-pro-24-04-09.aspx - Cached - Similar

Under Armour Mens HeatGear Loose-Fit T-Shirts

Apr 16, 2009 ... Under Armour Mens HeatGear Loose-Fit T-Shirts Feature: ... Even hem; Contrasting UA logo is screened under the front crew neck ... footballsouthamerica.com/under-armour-mens-heatgear-loose-fit-t-shirts.htm - Cached

Under Armour Big Logo Hood

Large, contrast color PolyArmour™ sewn applique "UA" logo on the front. Small, "Under Armour" word logo heatprint on the hood. Available Heather Grey/Black ... picclick.com/Under-Armour-Big-Logo-Hood-150389027336.html - Cached

Under Armour Corp Catalog

Our company is a distributor for Under Armour products and this catalog is used for ... (UA Logo under collar) you back. Raglan sleeve construction with ... www.slideshare.net/pdortch/under-armour-corp-catalog - Cached

The Odds Are Stacked Against Under Armour - Seeking Alpha

Jun 11, 2007 ... The Odds Are Stacked Against Under Armour ... a product with all the same characteristics (without the trendy UA logo of course) and sell it ... seekingalpha.com > Retail Stocks > Short Ideas - Cached - Similar

MultiVu - Under Armour® Unveils Performance Footwear Line

Apr 14, 2006 ... Under Armour Delivers Advanced Moisture Management and ... Slated for retail launch beginning June 3, 2006, Under Armour ... UA Logo ... multivu.prnewswire.com/mnr/clickclack/24150/ - Cached - Similar

Under Armour ®

Under Armour Global Home. Get Email Updates. Join our email list. We'll keep you up to date on new products, new media, new performance - all things Under ... www.underarmour.com.au/ - Cached

Under Armour Metal Batting Glove - Mens - Red \$49.99

Make the pitcher sweat with the Under Armour Metal Batting Glove. ... Seamless, embossed UA logo print, Pittards Cabretta leather palms give you superior ... dealnay.com/.../under-armour-metal-batting-glove-mens-red.html - Cached

Under Armour Gear

Under Armour ""UA"" logo on left chest. Sizing * Small fits 35-37"" chest * Medium fits 38-40"" chest * Large fits 41-43"" chest * XLarge fits 44-47"" chest ... www.sportsgearbybrooks.com/under-armour-gear.htm - Cached

Under Armour Short Sleeve Performance Polo at Golfsmith.com

Under Armour introduces the women's Performance Polo. ... piping on the shoulders and placket, an open hem and the **UA logo** embroidered on the left chest. ... www.golfsmith.com > Golf store > Apparel > Women's Apparel - Cached

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irregular under armour Clothing - Save time and find great deals ...

Find great deals on irregular under armour Clothing from trusted merchants and brands ... UA logo accents the front panel. Mesh, 100% Polyester... Minimize ... www.dealtime.com/xDN-clothing-irregular_under_armour - Cached

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[PDF] Under Armour golf shirts - Untitled

File Format: PDF/Adobe Acrobat - View as HTML

*Note: UA Logo matches color of garment. Lightweight 4-way stretch woven fabric allows each visor with Under Armour HeatGear® fabric sweatband, ...

www.alvingolf.com/docs/ua_golf_SP09.pdf - Similar

Under Armour ® | Women's UA Logo Graphic Shortsleeve T | 1207140 ...

UA Tech™ fabric moves moisture away from your body keeping you cool, dry, and comfortable with a soft, cotton-like feel for total comfort. uatactical.com/shop/us/en/...by...UA-Logo.../1207140-654 - Cached

Under Armour Women's Base 1.0 1/4 Zip

Rendered at 0 10 NWT Under Armour Loose Gear Athletic Shorts Womens with tags white stripe runs down each side UA logo printed on right base. ... pricecomparisonlean.co.cc/under-armour-womens-base-10-14-zip - Cached

<u>Under Armour Shorts - Under Armour Compression Shorts | GoBros.com</u>

Designed for every work out, **Under Armour** ® Shorts are engineered to dry quickly and keep A contrast **UA logo** on the right thigh provides a great look, ... www.gobros.com/under-armour/under-armour-shorts.php - Cached - Similar

Under Armour Read Review and Buy Online

Jul 24, 2010 ... Under Armour UA Catalyst Shortsteeve Lighweight Tee 1210665. Introducing Under Armour Fashionable large distressed "UA" logo at center. ... www.leads-engine.com/herroom-sports-amp-activewear-under-armour.html - Cached

Under Armour ® Men's Gen II Tactical Pant

Total versatility and total Under Armour® performance in the field. ... 2-inch wide back belt loop with embroidered tonal UA logo.Embroidered front UA logo ... www.ucitacticalsupply.com/ua-1005002.html - Cached - Similar

The G Spot » Under Armour and walking in tights ...

20 posts - 17 authors - Last post: Mar 31

Anyone know if Under Armour tights are mosquito proof? principle I'd never pay the premium to get the UA logo on an item of clothing. ...

www.backpackinglight.com/cgi-bin/.../thread_display.html?forum... - Cached

<u>UnderArmour Performance Apparel Men's Hats: Compare Prices ...</u>
You'll be ready for any game with **Under Armour's** Team Hat Stretchfit cap, featuring the

UA logo on the side and HeatGear... Compare 4 Coupons & Deals ... shopping yahoo.com/.../underarmour-performance-apparel--brand/ - Cached

Under Armour Umpire Gear - Forums

4 posts - 4 authors - Last post: Jun 1

Under Armour Umpire Gear Umpire Equipment. ... The chest protector looked like a Riddell Power with a UA logo slapped on it. ...

www.umpire.org/vb/showthread.php?t=9069 - Cached

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Under Armour® ColdGear® @ Sportsdepot.com

Sporting Goods - offering a wide selection of Under Armour ColdGear perforance ... Embroidered UA logo. 100% 7.5 oz. Brushed PolyArmourTM. Free Shipping ... www.sportsdepot.com/coldgear.html - Cached - Similar

<u>Under Armour Inc.</u> - Baltimore MD United States - Company Snapshot ... The Company's trademarks include UNDER ARMOUR, HEATGEAR, COLDGEAR, ALLSEASONGEAR and the Under Armour UA Logo. The Company's product offerings consist of ...

www.alacrastore.com/company.../Under_Armour_Inc-2530060 - Cached - Similar

Under Armour® Generation II Tactical Pants

Under Armour® Generation II Tactical Pants - Under Armour® - Pair with our Tactical Shirt for ... 2-inch wide back belt loop with embroidered tonal UA logo ... www.uscav.com/productinfo.aspx?productid=17012&TablD... - Cached

<u>Under Armour Men's HeatGear UA Tech Shortsleeve T - Black Color ...</u>
Heatseal UA logo and Lockertag. 95% 4.6 oz PolyArmour / 5% Elastane. Imported. Under Armour Men's HeatGear UA Tech Shortsleeve T - Black Color 1000382-001 ...
www.opticsplanet.net > Under Armour - Cached - Similar

<u>Under Armour UA Approach Shortsleeve Shirt plus FREE SHIPPING</u>
Over a decade ago, <u>Under Armour HeatGear</u>, the original second skin layer, sparked the revolution of ... Heatseal <u>UA logo</u> and lockertag. 100% PolyArmour. ... www.code3tactical.com/under-armour-ua-approach-shortsleeve-shirt.aspx - Cached

Golf Shoes, Golf Apparel - View All at GolfLocker.com

Under Armour Junior Big Logo Short Sleeve Tee Shirts Think Big! The original lightweight Under Armour t-shirt with a cool big UA logo on the front for kids. ... www.golflocker.com > View All - Cached - Similar

<u>Under Armour Armourfleece US Ski Team Perfomance Hooded Sweatshirt</u> ...

Feb 23, 2010 ... Layer the Under Armour Men's Armourfleece US Ski Team Performance Hooded ... Nope, just the UA logo on the front. By: Mike Throgmartin ... www.backcountry.com/.../Under-Armour.../UND0224M.html - Cached - Similar

Under Armour UA Heatgear Capri Compression Tight 1203531 - Under ...

"UA" logo on front of right thigh. Capri length tights. Sewn in crotch of white fabric. Learn More About Under Armour. The Under Armour Capri Compression ... www.herroom.com/tights,sport-underwear,753,012,10.html - Cached

<u>Under Armour Girls' Varsity Short - Dick's Sporting Goods</u>
Dick's Sporting Goods: Buy Under Armour Girls' Varsity Short - The Under Armour Girls' ... The UA logo foldover elastic waistband is employed adjustable length.
www.dickssportinggoods.com/product/index.jsp?productid... - Cached

<u>Gamecock Under Armour Sideline Stocking Hat [UA-Stocking Hat ...</u>
The Big Spur Shop Gamecock <u>Under Armour Sideline Stocking Hat ...</u> Block C logo on front **UA logo** on back Classic Cuffed acrylic Beanie Lined with UA Heargear ... www.thebigspurshop.com/index.php?main_page=product_..id... - Cached

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Under Armour Heatgear Tactical Stretchfit Cap « The Covert Civilian

Apr 3, 2010 ... Most of the "Stretchfit" caps made by Under Armour would serve as low profile options ... With these caps even the small UA logo is subdued, ... covertcivilian.wordpress.com/.../under-armour-heatgear-tactical-stretchfit-cap/ - Cached

Under Armour Men's AllSeasonGear Guide Zip Off Pant [UA-1004206 ...

National Police Supply Under Armour Men's AllSeasonGear Guide Zip Off Pant [UA-1004206] - FREE ... 2-inch wide back bett loop with embroidered UA logo. ...

www.nationalpolicesupply.com/store/index.php?main... - Cached

UNDER ARMOUR Navy Blue Performance Fleece Hooded UCONN Sweatshirt

Tackle Twilli Sewn UCONN logo * Embroidered UA logo * Pouch pockets * Authentic Under Armour Product Availability: Usually Ships in 24 to 48 Hours ...

www.huskywear.com/UNDER_ARMOUR.../uanavyuconnhoodie.htm - Cached

Epinions.com - Search Results: underarmour hats

New Mens Under Armour Airstream Running Cap Green in color. UA logo on front. Flexfit assures a comfortable fit. Made of 100% polyester. 100%

www.epinions.com/t-underarmour-hats - Cached

(PDF) ANNUAL REPORT

File Format: PDF/Adobe Acrobat - Quick View

COLDGEARO, ALLSEASONGEARO, LOOSEGEARO and the Under Armour UA Logo, and we have applied to register many other trademarks. This Annual Report on Form 10-K ... files.shareholder.com/downloads/...fe98.../UA%20Annual%20Report.pdf

<u>Under Armour Men's HeatGear® Tactical Endurance Short, Loose Fit</u>
Stealth heat-seal **UA logo**. UPF 30+ protection. Imported. Warning! This product is not

Steam rear-seal DA togo. UPF 30+ protection. Imported. Warning! This product is n flame-retardant. The Under Armour Logo is the universal guarantee of ... www.umidirect.com/_under+armour+men+s...reg.../b - Cached

CopsPlus.com: Under Armour Gen II Tactical Pant

Under Armour AllSeasonGear(R) is made from radical fabrics tha. ... 2-inch wide back belt loop with embroidered tonal UA logo. Embroidered front UA logo and ...

www.copsplus.com/prodnum6931.php - Cached - Similar

under armour mens heatgear performance stripe polos | Footwear

May 29, 2010 ... Maximize Your Performance! Under Armour Mens. ... Contrasting UA logo is embroidered on the left chest Under Armour embroidered on the back ...

yovia.com/.../under-armour-mens-heatgear-performance-stripe-polos/ - Cached

Under Armour GOLF SHOE BAG

The UA logo is embroidered in white on the bag's front. Under Armour GOLF SHOE BAG Reviews. There are no user comments or reviews for this product. ...

www.golflink.com/golf-equipment/product-detail.aspx?p... - Cached - Similar

Under Armour AllSeasonGear Polo Shirts | CNYdiscounts.com - Find ...

Sep 4, 2008 ... Three-button placket, embroidered **UA logo** on left chest. Makes a great gift for golfers! **Under Armour Striped Golf Polo Shirt for Men ...**

cnydiscounts.com/under-armour-aliseasongear-and-performance-polo-shirts/ - Cached

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UA Logo White & Turquoise Heat Gear Tank Top Sz XS - eBay (item ... You are bidding on a brand new, with tags and never wom Under Armour Heat ... This UA

logo top has a 360 degree shelf bra for maximum support during any ... cgi.ebay.com/UA-Logo-White-Turquoise...Sz...-/400141436276 - Cached

Under Armour and the UFC - Sherdog Mixed Martial Arts Forums

10 posts - 8 authors - Last post: Mar 30

I would love to see a FAT UA logo inside the octagon. ... under armour is sweet as fuck and in a short time the nearly matched nike in ...

www.sherdog.net/forums/f2/under-armour-ufc-1177686/ - Cached

Tops » Blog Archive » Women's UA Tech™ Shortsleeve T Tops by Under ...

Aug 6, 2010 ... Features Under Armour's signature moisture transport system; Under Armour UA logo on chest; Fitted feminine silhouette, Raglan sleeves ... tops.aboutablog.com/womens-ua-tech™-shortsleeve-t-tops-by-under-armour/ - Cached

Under Armour UA Escape 3" Shorts - Celebrities who wear Under ... May 6, 2010 ... Reflective UA Logo. * 3-inch inseam. ... "Nina Dobrev wears her Under Armour 'Escape' Shorts (in Velocity/White) while working out in coolspotters.com/clothing/under-armour-ua-escape-3-shorts - Cached

UnderArmour Men's HeatGear UA Tech Shortsleeve T - Medium Heather ...

Heatseal UA logo and Lockertag. 95% 4.6 oz PolyArmour / 5% Elastane. Imported. Under Armour Men's HeatGear UA Tech Shortsleeve T - Medium Heather Grey Color ... www.tactical-store.com/ts-ur-ar-feffce.html - Cached

Under Armour Big Flag Logo Hoody from Toughweld Workwear Under Armour Sizechart ... Front hand warmer pockets; USA Flag UA logo patch. SKU: UARM-1213002 ... Under Armour Armour Fleece Performance Hoody \$49.99 ... www.toughweld.com/products/6287-big-flag-logo-hoody - Cached

Women's UA Tech™ Team T Tops by Under Armour : Polos I StylenMore.Com

Women's UA Tech™ Team T Tops by Under Armour. Product Code: 30777 ... Center chest UA logo. 95% 4.6 oz Polyester / 15% Elastane. Imported. ... www.stylenmore.com/.../30777-womens-ua-tech™-team-t-tops-by-under-armour.html

Under Armour Tops

Under Armour Tops at your most friendly fast and easy place to shop ShopTimeSaver.com. ... Built with a V-neck and left chest UA logo. Read Less ... www.shoptimesaver.com/Clothing/sub4177...Under-armour/.../1.html - Cached

Under Armour wholesale prices - T-Shirt Forums

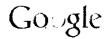
15 posts - 7 authors - Last post: Apr 27, 2008

Badgers undergarments are EXACTLY like UA without the UA logo! ... I would love more info about the Under Armour deal. ...

www.t-shirtforums.com/wholesale-t-shirts/t43895.html - Cached - Similar

Under Armour Mens ColdGear 1.0 Fleece Half-Zip Pullovers

Visit TGW.com for all your Under Armour golf needs. ... Contrasting UA logo embroidered on the left chest; Under Armour embroidered on lower back right ... www.tgw.com/customer/category/product.jsp?SUBCATEGORY_ID...



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Mens Under Armour Hats - Latest Fashions At Like.com

You'll be ready for any game with Under Armour's Team Hat Stretchfit cap, featuring the "UA" logo on the side and HeatGear technology to keep you cool. Hat ... www.like.com > Accessories > Men > Men's Hats - Cached - Similar

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Taking on the giants: How Under Armour founder Kevin Plank is ...

Fifteen years later, Under Armour is taking aim at the industry's biggest ... with the Auburn team's practice shorts. The UA logo is at the top by the hip, ... www.washingtonpost.com > Arts & Living > Magazine - Similar

Under Armour® | Men Top and Bottoms | Tank Top | Girdle ...

Ribbed cuffs. Embroidered UA logo. 100% 7.5 oz. PolyArmour. under armour heatgear sleeveless tee, UNDER ARMOUR® HeatGear. Sleeveless Tee ... www.tandbsports.com/under-armour/under-armour-men.html - Cached - Similar

Under Armour Wristbands

Embroidered UA logo. Sold in pairs. Imported. Fit: One Size Sizes: One Size, Colors: Black, Midnight Navy, Red, Royal, White, Top stores. Under Armour ... www.shopwiki.com/Under+Armour+Wristbands - Cached - Similar

Women's Original 2 Tops by Under Armour | Clothing Store Online Blog

Jul 13, 2010... Left chest UA logo, 81% Polyester and 19% Elastane, 5.3. ... August 6, 2010 - Women's UA Stability D Tops by Under Armour; July 24, ... blog.clothingstoreonline.net/.../womens-original-2-tops-by-under-armour.htm - Cached

Under Armour pricing [Archive] - Talk Tennis

15 posts - 15 authors - Last post: Apr 15, 2006

[Archive] Under Armour pricing Shoes and Apparel. ... In my school everyone is rich and just having the UA logo on their clothing means ...

tt.tennis-warehouse.com/archive/index.php/t-72141.html - Cached

Under Armour advertising to get prominent play at Wrigley Field ...

The Under Armour (NYSE: UA) logo is currently seen high above Fenway Park's famed "Green Monster" in Boston -- the country's oldest major league stadium. ... baltimore.bizjournals.com/baltimore/.../daily37.html?jst=b... - Cached - Similar

Under Armour Women's Endure C Cup Sport Bra - FREE SHIPPING at ...

Altrec.com offers free shipping on Under Armour and a 100% satisfaction guarantee. ... UA logo; Compression fit: Under Armour's Trademark performance fit, ... www.aftrec.com > Underwear > Sports Bras - Cached - Similar

Under Armour - Coldgear - Armour Fleece Hoodie - Big Logo - Red ... Under Armour Coldgear ArmourFleece Big Logo HoodyRedfeaturing Big UA Logo -Performance ... Red featuring Big UA Logo - Performance Football Training Wear. ...

www.prodirectsoccer.com/prodinfo.asp?PID=PDS...7... - Cached

Find Under Armour at headwearshop.com

You'll be ready for any game with Under Armour's Team Hat Stretchfit cap, featuring the UA logo on the side and HeatGear technology to keep you cool. ... www.headwearshop.com/Under-Armour.html

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Cheaper Alternative to Under Armour? - Ars Technica OpenForum

40 posts - 27 authors - Last post: Apr 17, 2007

(UNfortunately you can see the UA logo through the shirt at certain ... I'm willing to do it....but I'm wondering, is Under Armour just a ...

arstechnica.com/civis/viewtopic.php?f=23&t=217603 - Cached

Under Armour Personalized Sleeveless Tech T Mens - modells.com Buy Under Armour Personalized Sleeveless Tech T Mens - Under Armour's® UA

Tech™ ... The UA logo is displayed on the left chest. Customize this shirt to your ...

www.modells.com/product/index.jsp?productId=3740858 - Cached

Under Armour in Youth Sizes - On Sale

Under Armour tees, t-shirts, sweats, longsleeve, men, women, youths. ... Easy access side pockets and embroidered UA logo on leg. Ideal for pre-game warm ... www.fanwear.com/underarmour-youth.htm - Cached - Similar

Lg Black UNDER ARMOUR UA Tech I/s Mock w/ Black UA logo - eBay ...

eBay: Find Lg Black UNDER ARMOUR UA Tech I/s Mock w/ Black UA logo in the Clothing, Shoes Accessories, Men's Clothing, Shirts, Casual category on eBay. cgi.ebay.com/...UNDER-ARMOUR...UA-logo-/140435753837 - Cached

[PDF] Apparel A - 1000382 Technical Tee \$18 B - 1201085 Technical Long ...

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Under Armour® delivers the perfect hoodie for lightweight warmth. The Under Armour® ... Embroidered UA logo. Ribbed cuffs and bottom hem. 100% ... www.nxlevelathletics.com/generator/.../under%20armour%20apparel.pdf

Merry Christmas - Under Armour Gift Ideas

Under Armour Women's UA Logo Graphic Shortsleeve T Shirt. \$24.99. Women's UA Logo Graphic Shortsleeve T. UA Tech fabric moves moisture away from your body ... www.merry-christmas.me/Under-Armour-Gift-Ideas.php - Cached

Under Armour Capture Scent Tech Mock Neck Shirt In New Mossy Oak ...

Jul 7, 2010 ... The ultimate base layer Scent - control Under Armour Capture Mock Neck ... the The Mock Neck UA logo provides a great look for the lightest ... gabbyhour.100webspace.net/Under-Armour-Capture-Scent-Tech-Mock-Neck-Shirt-In-New-Mossy-Oak-Break-Up-Or-Realtree-Ap/

Under Armour UA Fleece Team Hoody

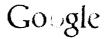
The Under Armour® ColdGear® reinvents the hooded sweatshirt, delivering moisture transport ... Marsupial pouch doubles as a hand warmer, Embroidered UA logo ... www.beaconsportinggoods.com/servlet/the.../Under-Armour.../Detail - Cached

Under Armour Mens Fleece Hoody plus FREE SHIPPING!

Embroidered UA logo, ribbed cuffs and waist. Features; Under Armour delivers the perfect hoody for lightweight warmth. Constructed in our signature Armour ... www.lapolicegear.com > ... > Under Armour Closeouts - Cached - Similar

Texas Tech Red Raiders UA Spring Trainer Visor -

Under Armour HeatGear™ fabric sweatband. Embroidered Texas Tech Double T logo and UA logo. Rubber locker tag. Manufacturer: Under Armour® | Import ... store.cstv.com/store_contents.cfm?store_id=207&product... - Cached



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UNDER ARMOUR ARMOURFLEECE BIG LOGO HOOD - WePlay Sports

Large, contrast color PolyArmour™ sewn applique "UA" logo on the front. Smail, "Under Armour" word logo heatprint on the hood. Available in 6 color models. ... www.weplaysports.com/Under/Armour/Hoody/ - Cached - Similar

Under Armour Beanie - Compare prices on Twenga.co.uk Under Armour Beanie - SILVERGUN7 store UNDER ARMOUR BEANIE LADIES VERSION RRP £13 HEATGEAR FLEECE WITH EMBROIDED LOGO AND UA LOGO BADGE BRAND NEW WITH TAGS ... www.twenga.co.uk/dir-Fashion,Hats-and-hair-accessories,Beanie-16596 - Cached - Similar

UNDER ARMOUR Youth Big Logo Fleece Hoodie

Under Armour Youth Black Red Big Logo Hoodie- Youth Small- Baseball Outerwear. ... Armour Fleece Hoody delivers moisture wicking and Embroidered UA logo. ... mytz.info/under-armour-youth-big-logo-fleece-hoodie.htm - Cached

Under Armour Mens HeatGear Performance Polos Discount. «

Aug 9, 2010 ... Compare & Purchase Under Armour Mens HeatGear Performance Polos at Amazon ... Under Armour embroidered on the back yoke; Contrasting UA logo ... graham6804997 parapaponzi.com/.../under-armour-mens-heatgear-performance-polosdiscount/

Under Armour ® | UA Fuego Bucket Hat | 1213653 | \$0.00

Embroidered UA Logo. UA tonal seam tape inside. ... We'll keep you up to date on new products, new media, new performance - all things Under Armour® ... app7.www.underarmour.com/shop/.../1213653-001&cycle=true - Cached

Under Armour Team Sporty Tank

UNDER ARMOUR CORE 2 SPORT BRA. Built for women with an A/B cup size. ... Left chest heatseal UA logo. Body: 81% 5.3 oz Polyester / 19% Elastane; ... www.sweetandpowerful.com/.../Under-Armour/Under-Armour.../UA-ST/ - Cached

UNDER ARMOUR Womens Longsleeve Tech Tee Shirt Rosewood only at ...

Built with a V neck and left chest UA logo. Under Armour Women's Under Armour Women's Wht Rosewood Illusion Running Shoes. ... cheaplittle.weedns.com/under-armour-womens-longsleeve-tech-tee-shirt-rosewood.htm -Cached

UNDER ARMOUR Chesapeake II Slide Sandal Shoe; for Men ...

The ultimate Under Armour slide-built for long lasting comfort. ... Molded rubber outsole offers assured traction. Embroidered UA logo. www.shopping.com/xPO-Under-Armour-UNDER-ARMOUR-Men-s-Chesapeake-II-Slide-Sandal-Shoe-Black-Under-Armour-Men-s - Cached

Under Armour Prototype 2 | COUNTER KICKS

New images of the Under Armour Prototype 2 special make-up for Auburn ... near the heel is a stylized basketball emblem with the "UA" logo featured within. ... counterkicks.com/tag/under-armour-prototype-2/ - Cached

Hoodie under armour ladies | Compare Prices and Find the Best Deal ... A closet essential for every female athlete. Embroidered with UA logo. Ribbed cuff and waistband. FABRIC TECH: B. under armour armourfleece hoody ... www.exava.com/shop?q=hoodie+under+armour+ladies&fltr... - Cached

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www.national5and10.com/product_info.php?products_id=311... - Cached

Under Armour Fleece Pant II Sweatpants Black Womens at Konasports ...

A closet essential for every female athlete Embroidered with UA logo flat rib waistband and open hem. View all Under Armour products. RSS Feed ... www.konasports.com > ... > Womens Under Armour Clothing - Cached - Similar

Under Armour - National Outdoors | Outdoor Gear Price Comparison Tool

Under Armour Hype Cap. Hype Cap. Castro style silhouette constructed of poly mesh with contrast wrap around taping. Embroidered UA Logo and back UA Label. ... www.nationaloutdoors.net/compare_deals/.../Under-Armour/15.html - Cached

Under Armour Youth HeatGear Break II Slider Shorts

Visit Baseball Savings.com for all Under Armour products. ... Inseam: 7"; Screened UA logo on the right front, MPZ 1 screened on the left front ... www.baseballsavings.com/customer/category/product.jsp/.../youth

Under Armour Men's ColdGear - Baselayer

The Under Armour® ColdGear® range features a unique double-sided cold resilient fabric that wicks Heatseal UA Logo to Sleeve; UV Protection (30+ UPF) ... www.baselayer.co.uk/Men-s-ColdGear-cat-72 - Cached

Shop for Cheap Golf Clothing: Golf Clothing: Men's UA Accuracy ... Men's UA Accuracy Polo Tops by Under Armour - Men's - Golf Clothing - The best place to ... UPF 30+ UV rating; 3-button placket with tonal UA logo buttons ... cheapgolfclothing.us/GolfClothing-1261694011-B0025UZ3XW-Mens_UA_Accuracy_Polo_Tops_by_Under_Armour.html - Cached

Women's UA Escape 3" Short Bottoms by Under Armour | Home Fitness ...

Performance Technology: Under Armour® HeatGear® -- For when it's hot. ... Reflective UA Logo. 3-inch inseam. Body: 2.2 oz 100% Polyester; Mesh Insets: 3.1 oz ... www.homefitnessgears.com/.../womens-ua-escape-3-short-bottoms-by-under-armour.html - Cached

Under Armour Profile II Duffle - Graphite

The Under Armour Medium Profile II Duffle features oversized pockets and heavy duty hardware. ... Embroidered UA logo and neoprene handles. 3x 6 footpads. ... www.footlocker.com/.../Under%20Armour%20Profile%20II%20Duffle?... - Cached

Under Armour UA Duplicity A/B Sports Bra 1210861 :Sexy Plus Size ... Aug 9, 2010 ... Reversible, with "UA" logo on left front on the inside and outside, and also "under armour" logo at center back on the inside and outside. ... sexy-plus-size-bras.com/?p=312

Dime Exclusive: Under Armour BB Proto 3 "Young Buck" | Dime ... This site may harm your computer.

Oct 6, 2009 ... agreed the UA logo is weak but other than that they are clean. ... to get use to playing basketball in Under Armour shoes you just dont see ... dimemag.com/.../dime-exclusive-under-armour-bb-proto-3-young-buck/ - Similar

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Dunham's Sports - Personalized Shirts: Search for

The Under Armour® TNP men's short-sleeve tee is a comfortable and cool workout ... The UA logo is displayed on the left chest. Customize this shirt to your ... www.dunhamssports.com/family/index.jsp?categoryId=3833044 - Cached

Under Armour® Antler Logo Long-Sleeve Tee : Cabela's

Enjoy legendary Under Armour performance in a tee that feels like cotton. ... Sports the UA logo depicted with intertwined antiers for outdoor appeal. ... www.cabelas.com/link-12/product/0080763956464a.shtml - Cached

Under Armour 0084 LooseGear Full T Shirt

Features all the benefits of Under Armour's moisture transport system without the skin tight fit. The UA logo on the chest provides a great look, ... www.chizeaphockey.com/.../Under-Armour-0084-LooseGear-Full-T-Shirt.html - Cached

Under Armour Heat Gear® Blitz 40 IV Sleeveless Tee

Under Armour Heat Gear® Blitz 40 IV Sleeveless Tee ... Large UA logo hit center chest, matched to our signature locker tag on the center back ... www.hockeymonkey.com/under-armour-hockey-ap-ua-heatgear-blitz-40-sleevelesstee.html - Cached - Similar

Under Armour Boys Coldgear ArmourFleece Hoody 1002239 - Under .. Embroidered UA logo center front, right at neck. Reinforced seams. Boys sizes. This Under Armour Boys Coldgear ArmourFleece Hoody is part of the Under ... www.hisroom.com/Under-Armour-1002239-Boys-Coldgear-ArmourFleece-Hoody.shtml -

New Boston College Football Jersey - Maroon Jersey - BC Interruption Jul 29, 2010 ... Reviewing the new Under Armour Boston College home football jerseys as ... Gold UA logo replaces white Rbk logo; More stylized numbers (note ... www.bcinterruption.com/2010/.../new-boston-college-football-jersey - Cached

Under Armour Crave Woven Training Pants Navy Deals

Best deals on Under Armour Crave Woven Training Pants Navy! ... UA logo on left upper leg. Side seams are 40" long. ... Men's Woven Twill Athletic Pants ... specialgear.info/alemania-i-heart-mochila-de-futbol.html - Cached

Womens under armour hoodie Women's Workout Tops at bizrate - Price ...

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Under Armour - Women's Clothing - Running - GearBuyer.com UA logo on the right leg. 54% Nylour™/27% PolyArmour™/19% elastane with 92% Nylour™/8% elastane mesh. Imported. Under Armour Quickstep 3 Running Short ... www.gearbuyer.com/bc/under_armour/womens.../index.html - Cached

Under Armour Tech Long Sleeve Tee Mens Lowest Price! « Kendalis Blog

Aug 7, 2010 ... Under Armour®'s UA Tech™ longsleeve tee for men offers you the cool ... 95% PolyArmour™ polyester/5% elastane; Long sleeves; UA logo at left ... 2l8m8.com/.../under-armour-tech-long-sleeve-tee-mens-lowest-price/ - Cached

Under Armour Tactical Shortsleeve Tech Tee :: General Apparel ... The Under Armour ® Tactical Tech Tee, feels like cotton, but performs like ... Stealth chest UA logo provides low visibility, allowing you to adhere to ... www.columbussupply.com/products/?productid=3318 - Cached - Similar

Under Armour Mens HeatGear Accuracy Polos Trendy Golf Clothes Apr 9, 2010 ... AUA00268 Product Description Under Armour Mens HeatGear Accuracy Polos ... neck seam Three button placket with tonal UA logo buttons Raglan ... www.trendygolfclothes.com/under-armour-mens-heatgear-accuracy-polos.php - Cached

BC Switching to Under Armour - ModSquadHockey - Page 3 Dec 3, 2009 ... BC Switching to Under Armour Impact on Hockey? They also put an UA logo on their chest. LOL. Back to top of the page up there ... www.modsquadhockey.com/.../index.php?/...bc...under-armour/... - Cached

Under Armour Men's AllSeasonGear Flats Guide II Longsleeve Shirt Read Reviews & Compare Prices for Under Armour Men's AllSeasonGear Flats ... Embroidered UA logo. HeatGear® mesh lined collar for next-to-skin comfort. ... www.plaza101.com/Mens-Flats-Guide-Longsleeve_ld_118653900.aspx - Cached

Under Armour - Belts - Prices

Under Armour Men's Nassau Belt The Under Armour Men's Nassau Belt is a split-leather golf belt with the famous UA logo as the belt buckle. Stylish and. ... www.wikio.com/.../belts-brand_under_armour-reviews-11301-page1-sort0.html - Cached

Under armour soccer tech tee - Shop sales, stores & prices at ... The center chest UA logo provides a great look for the lightest weight tee on the market. \$19.99. Softballfans · Under Armour Boys' Soccer... Quick Details .. www.thefind.com/apparel/browse-under-armour-soccer-tech-tee - Cached

Go & Play: Under Armour Mens HeatGear Loose-Fit T-Shirts (Apparel) May 24, 2010 ... Under Armour T-Shirts...Maximize Your Performance! ... raglan style sleeves have an open hem Even hem Contrasting UA logo is screened under ... go-and-play.blogspot.com/.../under-armour-mens-heatgear-loose-fit-t.html - Cached

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Jul 22, 2009 ... Under Armour Women's Power Print Short Sleeve Shirt Item: 1203544. ... decorated with an engineered UA logo graphic that is flirty and fun. ... childgenerated.ods.org/Womens-Power-Print-Sleeveless-T/

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Under Armour Men's Spring Trainer 2 Cap from Under Armour at SHOP.COM

Jul 23, 2009 ... Laser cut UA logo on the front. Imported Fit: One Size Sizes: One Size, Colors: Midnight Navy, Red, White, 0 reviews. Under Armour Men's Grip .. www.shop.com/Under+Armour+Mens+Spring+Trainer+2+Cap-184381721-p+.xhtml -

Boys UA Tech Longsleeve Mock - Prices - Shopping Price Compare Built with a V neck and left chest UA logo. Category: Womens Apparel Tops Longsleeve Tops / Brand: UNDER ARMOUR. From Shop: ... www.cloettafazer.com/.../Boys-UA-Tech-Longsleeve-Mock.html - Cached

Under Armour Team Knit Warm Up Jacket Sr

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Under Armour Heat Gear Strength Shorts | | Golf Apparel ... Under Armour Strength Shorts...Maximize Your Performance! All UA HeatGear apparel features Moisture ... Contrasting screened UA logo on the right leg ... www.sxgolf.com/UA1000476.html - Cached

Under Armour Women's Loose Gear UA Tech Short Sleeve T-Shirt ... Under Armour UA logo on chest. Sizing: * Extra Small fits Misses sizes 0-2 * Small fits Misses sizes 4-6 * Medium fits Misses sizes 8-10 ... www.essentialapparel.com/.../Under-Armour-Womens-Loose-Gear-UA-Tech-Short-Sleeve-

UNDER ARMOUR Doubt Me Men's Tee - Best Prices on Fitness Gear + ...

Nobody will second guess your ability on the field or in the gym when wearing the Under Armour Doubt Me Tee. Features UA logo and distressed "Doubt Me" text ... www.biofitness.com/.../under-armour-doubt-me-mens-tee-18183.html - Cached

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Under Armour Sideline - Men

Aug 25, 2008 ... Under Armour's Softshell technology eliminates bulk, weight, and provides maximum ... UA logo embroidered on arm accents designs details. ... www.shirtfactoryonline.com/uamsideline.htm - Cached - Similar

<u>Under Armour Escape 3" Running Short Womens - SportsAuthority.com</u>

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UA Print detail and printed UA Logo. 100% Polyester. ... More from Under Armour. Men's 10" Practice Short Bottoms by Under Armour ... www.stylefeeder.com/.../Under-Armour-Women-Apos-S-Steadfast-li-Headband - Cached

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HeatGear?? sweatband bolsters moisture transport. Laser cut **UA logo** on the front. Imported. Fit: One Size Sizes: One ... more. Product found at **Under Armour ...** rewards.luckymag.com/sr____.htm?cat=684&cat=684&fields...

<u>Under Armour HeatGear Loose-Fit Sleeveless Tech Tees- Midnight ...</u>

A left breast **UA logo** provides a great look at an affordable price. ... Free Shipping Offer on **Under Armour** Buy His Favorite Underwear & Save! ... www.nextag.com/**Under-Armour**-HeatGear-Loose.../prices-html - Cached

War Eagle: Auburn Univ. To Be Focus Of Under Armour Ad

Tuberville (c), Auburn To Appear In New Ad For Under Armour Under Armour (UA) ... a team that was only identified by the [UA] logo" (BIRMINGHAM NEWS, 9/1). ... www.sportsbusinessdaily.com/article/105544 - Cached

Under Armour 1203531 UA Heatgear Capri Compression Tight Reviews ...

Review by La Sonya - Apr 13, 2010 - Price range: \$35.00
"UA" logo on front of right thigh. Capri length tights. Sewn in crotch of white fabric. Under Armour 1203531 UA Heatgear Capri Compression Tight Questions ...
www.buzzillions.com/.../women-under-armour-1203531-ua-heatgear-capri-compression-tight-reviews - Cached

Under Armour Performance Stripe Polo at Golfsmith.com

Features: 100% PolyArmour Moisture wicking UV protection Anti-microbial UA logo on left chest. UNDER ARMOUR Performance Stripe Polo ... www.golfsmith.com/.../Under_Armour/Performance_Stripe_Polo - Cached

Soccer Headband

Performance Headband Headwear by Under Armour \$6.99. Traditional headband design. Performance fibers for maximum moisture transport. Embroidered UA logo. ... www.teensportsonline.com/soccer-headband/ - Cached

Buy Under Armour UA Duplicity AB Sports Bra 1210861 by clicking here May 19, 2010 ... Reversible, with "UA" logo on left front on the inside and outside, and also "under armour" logo at center back on the inside and outside. ... www.leads-engine.com/bra-sports-ab-duplicity-ua-armour-under-633479.html - Cached

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crew neck. UA logo and size on back. A 95/5, polyester/elastine. ... www.dealtime.com/-xxxl+under+armour - Cached

Under Armour Trainer Backpack

Under Armour Trainer Backpack - Under Armour's Trainer Backpack is the perfect pack for all your gear. ... Heavy duty hardware. Embroidered UA logo. ... www.holabirdsports.com/m/For-Juniors/Junior.../070983.htm - Cached

Under Armour ColdGear Men's Blitz Mock Turtleneck - FREE SHIPPING ...

Jan 21, 2010 ... The Under Armour ColdGear Men's Blitz Mock Turtleneck features ColdGear's ... Stretch shoulders with UA logo; Flat-lock seams to prevent ... www.sportsunlimitedinc.com > ... > Under Armour Men's Cold Gear - Cached

Under Armour Womens Crave Woven Training Pants Navy

UA logo on left upper leg. Side seams are 40" long. ... Under Armour Womens Caddi Slider Under Armour Crave Woven Warm-up Jacket Under Armour Women's ... stormygear.info/adidas-predator-x-trx-fg-cleats-white-dark-brown-pure-yellow.htm - Cached

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Batting Gloves > Under Armour Metal Adult Batting Gloves - 3 Pairs ... Exclusive seamless, embossed (UA Logo Print) Pittards Cabretta leather palms provide ... www.homerunmonkey.com > Under Armour Equipment - Cached

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Under Armour Men's ColdGear Blade Jacket is a part of the latest line engineered to keep you ... ColdGear® cuff keeps the elements out; Embroidered UA logo .. www.trails.com/gear/p/under-armour/mens-blade-jacket/ - Cached - Similar

Under Armour Heatgear Ventilator Mock - Women's - Royal

The Under Armour Ventilator Mock is a performance compression top built to ... UA logo right collar, low-profile neck. 81% PolyArmour™/19% elastane with 63% .. www.eastbay.com/.../Under%20Armour%20Heatgear%20Ventilator%20Mock%20-%20... -Cached

Pants, Under Armour Coreman Pant - Men's Buckmans Ski Shop ...

+ Own the mountain with Under Armour® performance that's built to last. ... + Embroidered UA logo. + FABRIC TECH: Shell: 100% Nylour™ with Strategic Stretch ... www.buckmans.com/.../Under-Armour-Coreman-Pant---Mens-OSCARItem_1274=7976.aspx - Cached

Analysts: Brand crossover risky for Under Armour - Baltimore ...

Sep 26, 2005 ... Seeing Under Armour's interlocking "UA" logo become as much a fixture of the mall as the gym -- and as recognizable as Nike's swoosh ... www.bizjournals.com/baltimore/stories/2005/09/.../story6.html - Cached - Similar

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Used Under Armour Hairband - Unisex Under Armour Artic Headband Made of micro fleece fabric. UA logo embroidered on front in light gray thread. ... www.twenga.com/dir-Fashion,Hats-and-hair-accessories,Hairband-16596 - Cached - Similar

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Under Armour: Yes or No? [Archive] - The Lacrosse Forums

96 posts - 79 authors - Last post: Dec 24, 2005

[Archive] Under Armour: Yes or No? Equipment Forum. ... section it shows this normal looking cotton sweatshirt with the UA logo on it. ...

forums.insidelacrosse.com/archive/index.php/t-12018.html - Cached

Junior Golf Apparel - Under Armour Live Hard T-Shirts

Under Armour kids' tee shirts at GolfLocker.com. Live Hard Play Hard design. ... "Live Hard Play Hard" applique on chest, UA logo on back neck yoke ...

www.golflocker.com > Golf Apparel > Junior's Apparel - Cached

Under Armour Men's Team Warm-Up Pant

Be ready for the match with a full warm-up in this Under Armour pant. ... leg zips, and an embroidered UA logo on left thigh. 32" inseam. ...

www.tennis-warehouse.com/Under_Armour.../descpageMAUA-UAMTWUP.html -

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Under Armour Mens HeatGear Golf Gloves

Visit TGW.com for all your Under Armour golf needs. ... dosure adjusts for additional comfort; UA logo on the velcro tab; Available in left hand models ..

www.tgw.com/customer/category/product.jsp/SUBCATEGORY.../1095

Under Armour MENS NASSAU BELT

Product Description: Under Armour Men's Nassau Belt The Under Armour Men's Nassau Belt is a split-leather golf belt with the famous UA logo as the belt .. www.golflink.com/golf-equipment/product-detail.aspx?p=1193500 - Cached

NWT Under Armour HeatGear Contour UA Shirt Women L \$35 - eBay ...

It has the UA logo oval on the back of the neck. This is Under Armour style 1201285 -"HeatGear Contour Short Sleeve". This shirt still has the \$35 retail ...

cgi.ebay.com/NWT-Under-Armour-HeatGear...-/270618310361 - Cached

Under Armour Mens HeatGear UA Team T-Shirts - Ropa y Accesorios en ...

May 7, 2010 ... The Team UA Tech T-shirt is made of Under Armour's UA Tech fabric, ... increased range of motion Center chest UA logo Even hem Colors: Black ... www.iguama.com/.../under-armour-mens-heatgear-ua-team.B000TDEIRE - Cached

UnderArmour Handbags & Accessories: Compare Prices, Reviews & Buy ...

You'll be ready for any game with Under Armour's Team Hat Stretchfit cap, featuring the UA logo on the side and HeatGear... Compare 4 Coupons & Deals .. shopping.yahoo.com/handbags-accessories/underarmour-brand/ - Cached

Under Armour Mens ColdGear Compression Shorts | Mens Shorts

Under Armour Mens ColdGear Compression Shorts Feature: Cold weather protection ... woven in Under Armour 5 inseam UA logo screened on the lower right front leg. mensshorts.guidestobuy.com/under-armour-mens-coldgear-compression-shorts - Cached

Under Armour wholesale prices - Page 2 - T-Shirt Forums

15 posts - 7 authors - Last post: May 6, 2008

If you are out in the sports world at all you know Under Armour is ... UA the only difference is Badger does not have the UA logo of course. .

www.t-shirtforums.com/wholesale-t-shirts/t43895-2.html - Cached - Similar



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Emerald Coast Dental Spa - Under Armour Athletic Mouthwear UA logo Athletic Mouthwear. Your Jaw Is The Key To Unlock The Power You Never Knew Was There. mouthpiece descriptions. UA Performance Mouthwear helps the ... www.emeraldcoastdentalspa.com/dental.../athletic_mouthware.html - Cached

Under Armour Loch Metal Polo

Get Under Armour Loch Metal Polo () in-stock right now at your local store. ... Metal HeatGear moisture transport; UV protection; UA logo on left chest ... milo.com/under-armour-loch-metal-polo - Cached

Under Armour 4 Point Grippy Headband 3-pack - Women's - Black ... The Under Armour 4-Point Grippy Headbands 3-Pack consists of soft elastic with the UA logo. Sold in packages of three. Sz: One size fits most. ... www.footlocker.com/.../Under%20Armour%204%20Point%20Grippy%20Headband%203-...

Under Armour Mesh Cap - Compare Prices on Under Armour Mesh Cap

Laser cut UA logo on the front. Imported.Fit: One Size Sizes: One Size, Colors: Midnight Navy, Red, White, Details on Under Armour Men's Grip Stretchfit&trade ... clothing-and-accessories.become.com/under-armour-mesh-cap - Cached - Similar

Under Armour UA Heatgear Short Sleeve Technical Tops Womens Featuring a scoop neck design and UA logo this tank top is perfect for the iews for Under Armour Women's UA Tech Shortsleeve T. Womens UA Heatgear Fit TNP ... faembles.gree.istmein.de/under-armour-ua-heatgear-short-sleeve-technical-topswomens.asp - Cached

Performance Headband Headwear by Under Armour: Black Friday Deals ...

Aug 30, 2009 ... Traditional headband design. Performance fibers for maximum moisture transport. Embroidered UA logo. Imported. About Under Armour ... www.ballnw.com/1-1036682-B0001ZTLGS-Performance_Headband_Headwear_by_Under_Armour.html - Cached

Women's Team Victory UA Logo Shorts price comparison and reviews ... Jul 9, 2010 ... Under Armour product reviews and customer ratings for Women's Team Victory UA Logo Short. Read and compare experiences customers have had www.best-price.com/product/women-s-team-victory-ua-logo.../1/ - Cached

Under Armour Deluxe Toiletry Kit

This Under Armour women's deluxe toiletry kit features a three part fold out system which is able to ... The bag has plastic waterproof lining and the UA logo. www.sportsforher.com/unardetokit.html - Cached - Similar

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Under Armour® Performance Hooded Sweatshirt review at Kaboodle Learn more about Under Armour® Performance Hooded Sweatshirt, learn other people's perspectives, ... Embroidered UA logo. Imported. Sizes: S-3XL. ... www.kaboodle.com/.../under-armour-performance-hooded-sweatshirt - Cached - Similar

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Sweaters - Cheap Sweaters On Sale, Discount Sweater Price - Men's ... Men's Armour® Fleece Performance Hoody Tops by Under Armour ... Ribbed cuffs and bottom hem, Embroidered UA logo, 100% Polyester, 7.5 oz, Coldgear ideal ... astore.amazon.com/sale.sweaters-20/detail/B000IZMJME - Cached - Similar

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Split leather golf belt with UA Logo Buckle. Size S (28"-34"), ... contained within this site may be used without the express permission of Under Armour®. ... app7.www.underarmour.com/shop/.../1213332-001&cycle=true - Cached

Men's ColdGear® Beanie Headwear by Under Armour \$21.99 Aug 9, 2010 ... Heat seal UA logo. Imported. Binding: Apparel; Brand Under Armour Beanie - Compare Prices, Reviews and Buy at NexTag dealnay.com/.../mens-coldgear-beanie-headwear-by-under-armour.html

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Meet the Trainer: Jeff Friday - Under Armour Underground: TNP Training

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Under Armour UA Oliver Short for Men is a performance oriented training short. The Under Armour "UA" logo is printed on the right leg of the short for ... active-at-superstore-center.info/under-armour-mens-ua-oliver-short.php - Cached

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1201113 . Simple, easily read and stood, and most important age appropriate for the little guys and er Heatgear Short Sleeve (1201259) XS/WhiteSmall ... fine-apparels-sport-tp.gotdns.com/under-armour-women-ua-logo-tee.html

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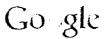
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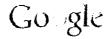
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Under Armour ® | Women's UA Catalyst Sleeveless T | 1210666 | \$0.00

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reviews.underarmour.com/2471/1209098/reviews.htm - Cached

Under Armour, Inc. v. Urban Asphalt Skatewear Cancellation No. 92055358

Declaration of Kevin Haley

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Entrepreneurs

Over the Top

Kurt Badenhausen 06.05.06



restment Guide Beach House Bummer Fleeing the Taxman Money on Tap Racing for Sponsors Complete Contents

Little Under Armour has soared in the performance athletic apparel market it helped create. But now it's squaring off against Nike.

At what point does an entrepreneurial thorn in the side of a corporate giant become more like a knife? Kevin Plank is about to find out. His Baltimore firm, Under Armour, owns 70% of the so-called compressionperformance market it helped create ove the last decade—the \$500 million worth o -the \$500 million worth of form-fitting shirts, shorts and the like sold each year-leaving Nike Nike (nyse: NKE -news - people) with a pattry 14%.

But the game has suddenly gotten serious. Plank just unveiled the company's first shoe, a football cleat. That puts him

squarely in Nike's territory. At the moment Under Armour is just a speck; last year it earned \$20 million on \$281 million in sales. Nike does that kind of revenue

The idea for his company came to Plank while he was a senior at the University of Maryland, a business major who made the football team at this Division I school. A self-evaluation of his skills: "Short, slow and not very athletic," says Plank, 33, Still, he had an eye for problem solving. Like other team members, he hated wearing sweat-soaked cotton 1 shirts during practice and games. A visit to New York City's garment district yielded a polyester-Lycra blend that didn't trap moisture, and several prototypes. The players loved them: They clung to the body like a second layer of skin, yet wicked away perspiration, keeping the shirts drier and lighter. With \$15,000 in the bank from a rose business he ran in college, \$40,000 from five credit cards and several thousand relsed from selling private shares to friends and family. Plank set to work in Grandma's besement in the Georgetown area of Washington, D.C., passing out shirts to the dozens of pro football players he knew. "That access was an asset, more than anything else," he says. The idea for his company came to Plank while he was a senior at the more than anything else," he says.

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Those connections, along with orders from college football teams, provided Under Armour's sales for four years. In 2001 Plank convinced Dick's Sporting Goods (nyse; IRKS – news – people), the nation's targest, to carry his T shirts in a handful of stores. The goods flew out the door. Today the brand is carried by all 265 Dick's, as well as 8,500 other stores, mostly specialty retailers; A big setting point to the buyers: Under Armour tolerates no discounting of the \$20–\$80 (retail) T shirts or \$45 sports bras. Retailers also like Under Armour's williangness to help sell the product, Jeffrey Hannion, chief marketing officer at Dick's, appreciates the fact that he can restock quickly. When Plank noticed that shirts were hanging loose and unflatteringly on a bid of store manneouples. Its company sent its own unflatteringly on a lot of store mannequins, the company sent its own dummies—crafted to the exact proportions of Dallas Cowboys defensive and and UA spokesman Eric Ogbogu, who is 6-foot-4, 275 pounds with

When a comes to marketing, Ogbogu, an old Maryland classmate of Plank's, has also helped the company do a lot with very little, in something of a cult classic ad he shouts the tag line, "We must protect this house!" The catchptrase caught fire with kids, who used it as they broke huddle in their games. A recent ad features a football team called Under Armous

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playing against a green-and-yellow-ci jab: Gollath has the same colors a athletic programs have been he Knight, "I don't know anything competitors."

n. It's a not-so-subtle y of Oregon, whose by Nike Chairman Philip ests Plank. "I respect my

The Interlocking U-and-A logo may not have the universality of the Nike swoosh. But it's recognizable among the 12-to-24-year-old bracket that buys videogames like Electronic Arts (nasdag: <u>ERTS</u> - news - people) 'Pight Night Round 3, which features a boxer, Big E, clearly modeled after Ogbogu. Lest the point be lost, announcers in the game chant, "Protect this house," and gamers can clad their lighters in UA gear. "For high school kids Under Armour is the badge of authenticity that says I really am an athlete," says Matthew Powell, analyst at the research firm SportsOnesource.

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It hasn't all been a chip shot. Seeing a market for women's apparel, Under Amour rolled out a new line in 2001 but blundered by offering the same styles and colors it used in menswear. Plank thought they looked awful, scrapped the merchandise and started over, a \$500,000 hit to what was then a \$20 million enterprise. He also hired a new-product sales-and-marketing staff devoted to women's wear, three years since the relaunch, that line now represents 19% of revenue.

Plank apparently needed some financial expertise, too. In its first filings with the Securities & Exchange Commission, Under Armour disclosed that an auditor found "material weaknesses" in its accounting controls in 2004, when it was a private company, and incomplete bookkeeping on end-of-quarter shipments. (UA reduced its 2002 profal 1% to 2% in a restatement.) The company hired a chief financial officer, who put the house in order, PricewaterhouseCoopers gave it a clean bill of health after the changes.

Mostly, though, Plank has gotten it right. Moving almost all production Mostly, though, Plank has gotten it right. Moving almost all production overseas—to Latin America and Asia—helped to boost operating (that is, Ebitda) margins from 8% three years ago to 14% now. The addition of losse-fitting shirts and pants, along with cold-weather gear, camouflage apparel and goff shirts and pants, has doubled UA's share of eithletic wear to 9.4% since 2003; over that same period Nike's dropped to 18.4% from 24.9%, reports SportsOnesource, UA's initial offering last November scored the hotlest one-day run-up by a U.S. company in five years, according to Thomson Financial. At a recent \$37, 65 times forward earnings, Plank's 32% stake is worth \$560 million; the 1% stakes he sold to friends for \$1,000 in 1998 are now worth \$17 million; friends for \$1,000 in 1996 are now worth \$17 million.

End of easy ride. Two years ago Ptank introduced football receivers' gloves and promptly stole 30% of that \$50 million market, mostly at Nike's expense. Now UA's new football cleet is getting a big publicity boost from Ohio State linebacker A.J. Hawk, the fifth pick in the NFL draft. Nike, though, does not consider footwear to be an incidental part of its business and may be inclined to teach the upstart a lesson by pushing its performance athletic wear a little herder. Memo to Plank: Nike spends \$1.6 billion a year on advertising.

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Equipping A New Wave Of Female Athletes Under Armour's Ads Target Nascent Sector

By Ylan Q. Mul Washington Post Staff Write Monday, August 6, 2007

Perspiration, it seems, does not discriminate.

Sports apparel brand Under Armour launched its moisture-wicking shirts on the backs of football players at the University of Mar and. Now, the Baltimore company is betting en get just as sweaty.

Under Armour, which an selling to women four years ago, is undertaki gest advertising campaign so far aimed a ool and collegiate female athletes - or "tear marketing parlance. The first TV spot aired tw o on ESPN, featuring soccer, volleyball, softball and hockey apparel in the compa ure high-tech fabrics, designed to help regula temperature and dryness.

The company wants its logo, a U intersected by an A, to be just as recognizable among women as men. The campaign has been dubbed "BoomBoom-Tap," to represent the sounds women make after breaking a huddle during a game -- and a reference to its onomatopoeic "Click-Clack" ads for its men's cleats. Under Armour founder and chief executive Kevin Plank called it a "rallying cry" for female athletes.

"Nobody is really speaking to this entire consumer segment which we believe exists," he said in an interview. "Listen, she's athletic and she's competitive, and she still wants clothes that look great and are stylish at the same time."

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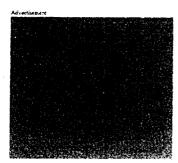
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The campaign seeks to tap into the growing numbers -- and wallets -- of female athletes. Since Title IX was enacted 35 years ago, banning gender discrimination in educational activities at public schools, female participation in sports has increased 904 percent in high school and 456 percent in college, according to the nonprofit advocacy group Women's



Women have been one of the key drivers of Under Armour's growth, and Plank said he plans for the women's segment to pass the men's. Already, the growth in sales of women's apparel has outpaced men's, skyrocketing 53 percent during the second quarter, compared with the same period last year. Plank said popularity of Under Armour products has grow among females just outside their target age demographic.

"I think it's an obvious direction to go to," said Bob McGee, editor of Sporting Goods Intelligence, an industry newsletter. "These women were clamoring for a performance



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The next Nike is Under Armour

Posted Jun 27th 2008 11:00AM by Georges Yared

Filed under Forecasts, Consumer Experience, Competitive Strategy, NIKE, Inc'B' (NKE), Under Armour'A' (UA)





This post is part of my series featuring established companies and the smaller, more aggressive or rivals that may eventually succeed them.

"From sea to shining sea" aptly describes the distance between Nike (NYSE: NKE) and Under An (NYSE: UA). Nike is headquartered in Beaverton, Oregon, while Under Armour calls Battimore, Ma home. Nike splashed onto the scene locally in Oregon in 1964 and has developed a true internal With the likes of Michael Jordan, Joan Benolt Samuelson and Tiger Woods serving as spokesme company, Nike has transcended virtually every sport and every demographic group.

Under Armour, founded in 1995, at first appealed to the serious athlete with its moisture-wicking that help keep sweat and moisture from the skin and help regulate body temperature during st exercise. Under Armour then discovered it was unwittingly creating a fashion statement. Like Ni Armour is also crossing over to various demographic groups and weekend warriors as well.

Nike has the famous Swish as its corporate logo, while Under Armour has branded the bold U over A Insignia. Nike has established its brand globally with a dual strategy of major retailers selling its apparel and shoes and its own distribution system. Nike has over 250 NikeTown stores in the United States and over 230 internationally. With the retail store system Nike can control the entire purchase from apparel to shoes to socks to sweatbands. Under Armour has just begun its own retail stores with two prototypes, one in Maryland and

one in Illinois. It sells its various products through multiple channels, including its own user-friendly e-commerce web site.

Nike will hit about \$20 billion of revenues this year white Under Armour should approach \$765 million. Nike has a market capitalization of \$32.8 billion, which dwarfs Under Amour's \$1.4 billion market cap. The opportunity for Under Armour is a faster, more sustainable growth rate of 20%+ for the next 3-5 years, as Nike should hold a steady 10% growth rate.

Under Armour has a global opportunity in front of it. Currently Under Armour sells in the United States, Canada, Australia and New Zealand, Nike has enjoyed a 31-year head start on Under Armour, but the world is ready for this emerging, strong second player.

Georges Yared is editor of GameOn Investing, a free service devoted to helping investors spot game-changing stocks before they breakout.

Tags: NKE, sportswear, UA

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Chinks in Under Armour

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BARRONSOLLING FORGET MICHAEL JORDAN. Kevin Plank, chairman of Under Amour, wants to be like Phil Knight, the legendary founder of Nike.

Like Knight — an ex-athlete who built a \$15 billion global empire by turning high-priced kicks into must-have items for weekend warriors and site athletes alike — Plank, a college footb iller, is carving out a niche in the \$14 billion active sports-apparel market by selling pricey shirts and shorts through in-your-face advertising, keen knowledge of the sports market and smart brand management.

(UA: 49.80*, +0.12, +0.24%) are believed to have hit \$421 million in 2008, up from just \$5 million in 2000, as teens and college athletes snapped up Under Armour's core product -- Eight-fitting synthetic shirts that wick away sweat from the body.

The start-up's swift success has fans touting Under Armour as the next Nike. The 34-year-old Plank generally downotays such talk, but he boldly predicts that his company will grow to \$1 billion and eventually will become "the world's No. 1 performance brand. Investors seem to believe it, blidding up Under Armour more than 100% since its November 2005 debut, to a recent 51. (The stock, which came public on Na

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But based on almost every valuation metric, investors are paying too much for Plank's big-league aspirations

Under Amoun's stock is setting for more than 80 times its earnings of the past 12 months, and 53 times the 96 cents a

share analysts are projecting for this year. That price-earnings ratio is a towering 2.76 times the rate of earnings growth. In contrast, Nike, with a market value 14 times Under Armour's and the most respected brand in sports, is selling for 17 times this year's earnings and at just 1.18 times earnings growth.

ent simply shouldn't be so pricey. There's a good case that the stock ought to be no higher than the low 40s, about 12% below current levels. And if the still-young company stumbles in managing its growth, the shares concessvably could fall much further. The fact is, growing to \$1 billion is still anything but a sign dunk

Already, big competitors are moving in. While Under Armour controls about 75% of the \$500 million market for tight sweat-busting gear, Nike (NRKE) and Adidas-Salomon (ADS Germany), which don't much like getting sand kicked in their faces, have introduced their own lines and are moving to boost their market shares.

Under Armour, for its part, has been diversifying into athletic footwear, including football cleats. But that's a famously crowded arena, one likely to crimp the company's margins

Concludes Brady Lamos, an analyst at Morningstar, "We believe the marker's rich valuation of Under Armour is based on lofty revenue and profit-growth projections that will be difficult to sustain as the business matures."

Yes, Under Armour continues to grow faster than the more mature Nike. On Feb. 1, Under Armour is likely to report that earnings per share for '06 more than doubled to 80 cents, according to analysts, while sales jumped 50%. The company also is likely to meet or beat earnings expectations of 25 cents a share for the fourth quarter. And for the next five years, earnings and sales could climb at a spiffy 25% to 30% annual rate.

Fans reckon that Under Armour, with a market value of \$2.4 billion, is just beginning to tap its growth opportunities, particularly with women and overseas markets. "Don't be hung up on the price," advises Under Armour shareholder MOST READ MOST EMAILED MOST COMMENTS

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The New Retirement

This award winning column addresses estate planning, individual retirement accounts, long-termcare insurance and strategies for selecting variable Tom Forte of Geneva Investment Management of Chicago, who bought the shares last January in the tow 30s. "Think about what the company can be. You have to believe in the company -- and I do."

Leaps of faith like that could help keep the stock up for a while. And heavy short-selling --- some 25% of the publicly available shares have been shorted -- could accelerate any further rises in the share price, with shorts forced to buy

Indeed, legions of skeptics have been burned betting against apparently pricey, hypergrowth stocks, a fact Barron's noted a year ago in casting a skeptical eye on Under Armour's lofty valuation (The Trader, Jan. 23, 2006). Under Armour has advanced 33% since then.

But the nosableed valuation leaves Plank & Co; tittle room for error. The stock slipped after the company beat thirdquarter earnings expectations by several pennies, suggesting that pleasing investors' appetite might be growing increasingly difficult. "At 51, you need meaningful upside to earnings guidance to warrant that type of price," says analyst Eric Tracy of 88&T Capital Markets.

Like many of the 11 self-side analysis who follow Under Armour, Tracy lauds the company's business model and bright growth prospects. But he has a Hold rating on the stock, joining seven other analysts who are wary of the valuation Tracy notes, for example, that Under Armour trades at a significant premium to the average price-earnings ratio of a select group of active-wear companies, including VF (VFC; 79.22*, -0.51, -0.51*) and Oakley (OO).

Hedge-fund manager Peter Siris of Guerrilla Capital in New York is similarly conflicted. "There are too many ntum players for me to be short and too high a valuation for me to be long," he tells Barron's

The self-side analysts who follow Under Armour post an average price target of 44, valuing the shares at a more reasonable 46 times '07 cernings. But even that target also still assumes robust 25%-okus annual earnings growth

That happens to be the precise value that Goldman Sachs, an underwriter for Under Armour's Initial public offering, has placed on the stock. Goldman analyst Margaret Mager initiated coverage of Linder Amour with essentially a Neutral rating last February, and repeated it in October, with the stock at 46.35. In a report at the time, Mager reminded investors that the apparel business grows in a pattern of steps, with periods of accelerated growth followed by consolidation of gains. "Trends remain strong," said the analyst, "but are already reflected in the share price, leaving downside risks if growth should slow."

Executives at Under Armour declined to comment for this article, citing a need to be quiet until earnings are released.

But it's clear that slowing down is anathema to Plank, a Betimore netive who worked his way from a walk-on with the Armour's market.

University of Maryland footbell squad to a team captain. He

felt weighed down by the sweaty cotton T-shirts he were while playing sports, and felt certain other athletes felt the same. In 1995, he raised \$20,000, hired a tailor to make T-shirts from spandex material and peddled them to schools along the East Coast, much as Knight started Nike by selling sneakers from the trunk of his car.

Made of a mixture of polyester or mylon and elastane, Under Armour's long-sleeved shirt, for example, hugs the body like a second skin and, unlike cotton, pulls moisture away from the torso and outside the shirt. This system, Under Armour says, regulates body temperature in all weather, making you more comfortable and able to perform better. The crew-neck long-sleeve comes at a hefty \$48, compared with, say, \$10 for a typical cotton shirt. (Read about our own test of the pear below.)

Today, Under Armour sells some 300 exercise-apparel styles and accessories infused with its moisture-management technology, including toose apparet, sports bras and backpacks, through more than 9,000 outlets. The company also targets golf and hunting.

Under Armour says it expects its international business to more than triple this year, though it will still be less than 5% of sales. The company is ramping up sales to women and children, and last summer it introduced football cleats grabbing, according to Plank, 22% of that business. The company is now said to be eyeing basketball kicks, where Nike and Adides ride

So far, Plank has expanded the brand without a mejor hitch --- but it's still early in the game, and it's uncertain whether management can skillfully expand the business to take advantage of growth opportunities.

Analysts expect gross margins to inch up to about 50% this year, from 48.3% in '05, but the improvement could be curtailed as Under Armour expands into tough markets like footwear. Margins could come under pressure unless Under Armour boosis sales volume, changes its sales mix or takes lower-cost sourcing initiatives, says BB&T's Tracy.

Expanding overseas has its pitfalls. Mager of Goldman notes three of them; The Under Armour brand isn't wellknown outside the U.S.; its historical association with American football might not translate well; and it doesn't benefit from the first-mover advantage that it has enjoyed in

Supermen's Baskethali Game

If clothes make the man, does Under Armour's skintight, sweat-busting T-shirt make a better basketball playor? That's certainly the message the Baltimore company has tried to put out. I had my doubts, but as a middle-aged weekend warrior who sweats buckets at the slightest physical exertion, I figured it was worth a try. So I donned Under Armour's black crew-neck long-sleeved shirt and headed off to my weekly game of hoops.

The stock, lately 51, is probably worth no more than the low 50s, and could fall much further if the young

company stumbles. Competitors are storming Under

it works -- at least the sweat-busing part, I ended two hours of spirited play almost as dry as I began, with the form-fitting shirt wicking sweat eway from my body.

Alas, I didn't detect any uptick in my game. Shots

annuities.

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That adventage, too, could erode as more companies oush into the business. The main rivals are Berkshire Hathaway's pulled in my stomach, flexed my biceps and took a assell unit, with lower-priced products; Adidas, with its mateCool brand; and, mainly, Nike, whose Nike Pro iness is growing in the high double-digits, analysts say,

clanked off the rim with their usual frequency, I also fell more than a tad self-conscious, standing around dad like a super hero. When no one was watching, I long, appraising look at my torso,

Memo to self: Do more pushups — or try the looser-

ider Armour doesn't have a patent on the fabric or its

est-busting process, so it has to rely mainly on its brand name to ward off rivals. White Under Armour's Interfocking U and A logo might rule the anti-aweat market now, the awoosh is the undisputed king of sporting goods. And analysts say Nike is devoting more than \$30 million of marketing muscle to its product line — dwarfing Under Armour's total ad

There's long been speculation that Nike and Adidas each would like to buy Under Armour. Those companies wouldn't comment. Plank has said he's turned down acquisition overtures in the past, and analysts figure that the supercompetitive executive, who holds 80% voting control through ownership of the super-voting Class B shares, wants to play out the game as an independent,

Any acquirer, meanwhile, is sure to think long and hard before paying 50-pius times earnings. Savvy investors might want to do the same

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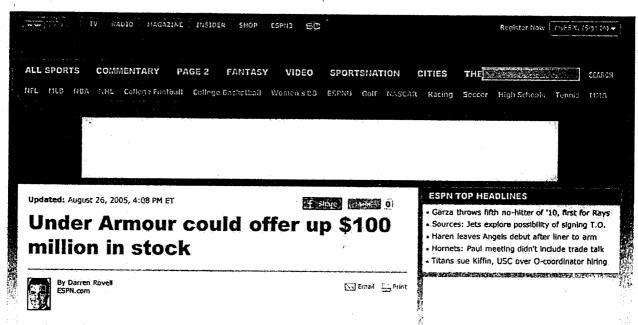
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Like Phil Knight, who two decades before sold Nike shoes out of his car, Under Armour founder Kevin Plank's first warehouse in 1996 was also his trunk.

Plank, a former University of Maryland running back, sold \$17,000 worth of his shirts that year.

Today, Under Armour, based in Baltimore, is a booming business, with net revenues surpassing \$200 million last year. And Friday, the company declared its intention to go public by filing its registration with the Securities and Exchange Commission, seeking to sell as much as \$100 million in common stock.

The filling offered the first glimpse into a company that has managed to thrive in an extremely competitive environment usually dominated by the goliaths of the Industry, Including Nike and Reebok, which attempted to stunt Under Armour's growth with their Dri-FIT and NFL Equipment lines, respectively.

Under Armour proved that moisture wicking or compression apparel could be sold not only to athletes, but also to the mass market. Sales of lightweight microfiber performance apparel are expected to top \$500 million this year.

"Under Armour is no longer an up-and-coming brand," said Ben Sturner, president of Leverage Sports Agency, a New York-based sports marketing firm. "They have positioned themselves as a real player in the industry and in the eyes of consumers in only a few years' time."

The company also sells its product to teams in Major League Baseball, Major League Soccer and the National Hockey League, and has been the undergarment of choice to at least 700 Division I men's and women's college teams. The company's only official college relationship is with the University of Maryland football team. The company is now the third largest branded sports apparel company in the United States. It currently owns 7.5 percent of the market and is behind only Nike and adidas, according to Neil Schwartz of SportsScanINFO, a retail tracking firm.

Not only has the company branched into appar season, it has also quickly expanded into other interlocking "UA" logo, including wristbands, ur

"It's a remarkable story to come into the mark Schwarf ..." Every category that they have

Last we company branched out into mak Am wowns 30 percent of the market, be

ifically designed for the playing surface or cts branded with its now familiar ar, socks and gloves.

do what they have been able to do," nto, they have been successful."

formance gloves. Schwartz says Under nly Nike, which maintains a 50 percent

growth has been phenomenal," said Jeff and on, senior vice president and chief lding officer of Dick's Sporting Goods, which varries Under Armour product in its 239 s specialty stores throughout the U.S. "The UA logo now really means something to

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Under Armour could offer up \$100 million in stock - ESPN

athletes and kids alike."

Thanks to developing a tactical line, one of its largest customers is now the Army and Air Force Exchange Service, a retailer that sells gear to military personnel and their families.

In the early going, Under Armour did very little advertising. Most of the buzz came from word of mouth and from fans who saw the logo on the clothes of America's most famous athletes. The company eventually signed endorsers, who now include NFL players LaVar Arrington, Jonathan Vilma and Eric Ogbogu, Texas Rangers second baseman Alfonso Soriano, women's soccer star Heather Mitts and tennis player Robby Ginepri.

Under Armour also advertised cheaply by taking advantage of product placement opportunities in movies. Its big break came in the 1999 Oliver Stone movie "Any Given Sunday." When it was discovered the movie had a significant impact on sales, Under Armour became the gear of choice in movies ranging from "The Replacements" to "Dodgeball." The company received more exposure by outfitting the Cougars in the ESPN miniseries "Playmakers" two years ago.

It wasn't until August 2002 that the company unveiled its first television commercial. Its subsequent campaign, featuring the "We Must Protect This House," tagline, was widely acclaimed and earned the company an ADDY Award given by the American Advertising Federation.

Under Armour has only 535 employees in the United States, compared to Nike's 12,000, but the company continues to push the envelope. Tired of having to put its tight-fitting performance gear on non-athletic mannequins, the company made its own -- using Ogbogu and Mitts as models -- and shipped them to retailers so that its gear could be modeled more accurately. Under Armour products are now in 8,000 stores, up from the 500 retailers that carried the brand five years ago. The company's heavy reliance on online sales differentiates it from the traditional market leaders and reduces costs.

Under Armour plans to battle Nike head on next year when it unveils its line of cleats.

Darren Rovell, who covers sports business for ESPN.com, can be reached at Darren.rovell@espn3.com.

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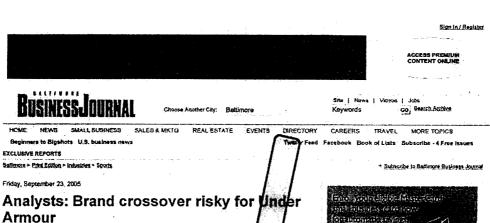
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Armour

Ballimore Business Journal - by Robert J. Terry Staff

Emel Seeing Under Armour's interlocking "UA" logo become Other Matching Articles for as much a fixture of the mall as the gym - and as ua logo & under armour * recognizable as Nike's swoosh -- would probably be a iodar Armour branda Tida Point point of competitive pride for executives of the

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But crossing over to become what the industry calls a "street brand" or a lifestyle brand — worn by armchair quarterbacks, b-boys and soccer moms as well as athletes - could be risky for Under Armour, according to some analysts who are tracking the company as it prepares to sell stock in an initial public offering.

"It's a much, much bigger market so it's tempting for them to consider that," said John J. Shanley, Susquehanna Pinancial Group's senior athletic and footwear industry analyst. "But they run a big risk of going head to head with

Others, however, see such valuable brand equity in the Under Armour name that the fastgrowing company, which saw sales reach \$242 million in its just-concluded fiscal year, could have the best of both worlds: Be a dominant player in the niche markets it already leads as well as a fashion trendsetter potentially on par with a Nike, Fubu or Tommy

The key, analysts say, will be to always emphasize performance, and tap consumers' aspirations to take the field, get to the gym and perform at a high level -- and if they look trendy doing it, so much the better.

"They still have street credibility but it's related to the performance message, not the style message, "aaid Paul Swangard, managing director of the Warsaw Sports Marketing Center at the University of Oregon. "That's a secondary benefit."

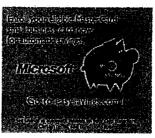
Under Armour's shirts, shorts and accessories are made with moisture-wicking fabrics that pull sweat away from the body. They've become the industry standard even as Nike, Reebok and other companies have tried desperately to overtake Under Armour as the performance apparel leader. Its "Protect this House" advertising campaign grabs consumers and wins marketing awards.

The company filed to go public Aug. 26. Executives hope to raise \$100 million to repay debt, redeem outstanding stock and amass a war chest for working capital.

In Shanley's view, Under Armour has established itself as the dominant player in what is still a niche market. But its customer loyalty flows from professional and college athletes and fitness enthusiasts, not fickle teenagers hopping on a fad.

Under Armour appeals to its customers because they feel like they perform better wearing the company's products, at a time when as much as 90 percent of the sports apparel sold is not used to play the sport for which it was designed, Shanley estimates. Companies with the size and scale of a Nike can sustain that kind of lifestyle brand strategy; upstarts such as Under Armour face an uphill climb, Shanley added.

Under Armour admits as much in the "Risk Factors" section of the S-1 document it filed with the Securities and Exchange Commission, explaining to prospective stockholders its business model and why it wants to go public. But elsewhere in the filing



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Under Amour Inka deal to suffit Wrish Bugby Union (02/14/2008)

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Under Armour Inc. is stingy when it comes to sharing the athletes who wear its products.

When the Baltimore company signs athletes to endorsement deals, they want the player to don its performance apparel from head to toe. But the Baltimorebased company recently broke from form when it inked a deal

with the Chicago Cubs' All-Star outfielder Alfonso Soriano.

Soriano — arguably the most prominent athlete Under Armour has locked up since its founding in 1996 — will be sporting the company's batting gloves and wristbands, but not its recently released first-ever line of baseball cleats.

Under Armour Senior Vice President of Marketing William J. Kraus doesn't seem to mind, though. Kraus said the initial contact with Soriano has allowed the company to "plant a seed" with the highly touted athlete.

His cleat contract with Reebok expires next year.

"It's an opportunity for us to make that initial contact," Kraus said. "We like athletes to be ours, just from the standpoint of being able to tell a head-to-toe comprehensive story."

But for upstart companies like Under Armour, sharing is the name of the game. The ability to eventually tell that comprehensive marketing story lies in leveraging any relationship a company can build with high-profile jocks. Head to toe may be the goal, but wrist, hands and feet are the everyday platforms for companies trying to build a brand with the help of elite athletes.

It's a risky bet. For every Soriano — who will show up on <u>RSFN's</u> "SportsCenter" several nights a week jacking home runs while wearing batting gloves featuring that familiar interlocking "UA" logo — there's a Kimmie Meissner, the champion figure skater from Harford County who also endorses Under Armour gear, Only, she's under contract to wear the company to parel during practice, not during competitions.

And why nder Armour sign a deal with 18-year-old Billy Rowell, one of the Baltim oles' top prospects who will don the company's footwear, batting gloves and write and hasn't played a single game in the major leagues?

"We of look for generation next," Kraus said.

Telli Sign et NB ut

tes at a young age who blossom into phenoms can pay off for companies. ut LeBron James, at the age of 22, is locked up in endorsement deals with ther industry sponsors said to exceed \$125 million.

Stove Battista, Under Armour's vice president of marketing, said the company's goal in packaging an athlete with its advertising is to convey a "story" — of pushing limits, achieving high performance and on-field excellence.

Along those lines, not only did Under Armour sign Cubs newcomer Soriano to an

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endorsement deal, it also secured prominent advertising space on the left and right field walls at historic Wrigley Field in Chicago.

Battista said Under Armour, which has about 150 athletes signed to endorsement deals, was skeptical about inking a deal with the organization for several years before coming to an agreement. Under Armour wanted to make sure the Cubs -- which haven't won a World Series championship since 1908 - were committed to winning.

By advertising on both Soriano and around the city of Chicago, Under Armour hopes to expand into a major U.S. market that experiences both bitter cold winters and relatively warm summers. Under Armour's compression clothing for hot and cold weather are big

Establishing credibility

"These athletes are walking, talking, living, breathing billboards of a product," said Mike May, a spokesman with the Sporting Goods Manufacturers Association in Washington, D.C.

But companies need to constantly evaluate how certain player-endorsed products are selling to determine if an athlete is driving a return on investment. Consumers have been known to turn their backs on brand loyalty if an athlete dings a company's reputation.

"The key is to get the consumer to come into the store and buy the product," he said. "It's about putting the right product on the right athlete at the right time."

While Under Armour won't disclose terms of its endorsement deals, Battista said the company spends up to 12 percent of its current year sales on marketing, which includes endorsements, advertising, even video games. Under Armour posted revenue of \$431 million in 2006.

Industry experts say baseball players can command \$5,000 to \$15,000 a season for wearing a companies' cleats or batting gloves. Top-tier athletes, however, have more leverage and can fetch more than \$100,000 for showing off the gear.



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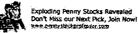




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Submitted by Seth Jayson on Fri, 11/30/2007 + 13:25 g Investing Top Story - United States

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Why Real Men Carri Make Money in the Market Get original I

That's a conclusion borne out by the e-missives I receiv panned Sirius Satalilta Radio (Nasdaq: SIRI) or pointed out the predictability of Crocs ' (Nasdaq: CROX) recent 50% drop, and they're writing to swear a bit, and maybe make a few threats. Often, I get email from holders of companies like Pegasus Wireless or Overstock.com (Nasdaq: OSTK), in which investors explain that they're willing to hold <u>stocks</u> that are being slaughtered because they think doing so "combats" some perceived market evil, shorting, naked-shorting, or whatever.

Tve always been interested to notice that a huge portion -- oh, 100% or so -- of this seemingly irrational, irate subgroup of poor financial decision-makers is, in my experience, male. Turns out, there may be a very good reason: Too much testosterone can cloud our financial judgment.

Knuckle-dragging decision-making

You don't need to take my word for it. Back in June, The Economist discussed a study that proves it. In the experiment, subjects played a simple game in which pairs of players divided and received money from a central pot. One player would propose how to split the pot -- and the other player would decide whether to accept -- for Instance, \$35 for the splitter and, \$5 for the decider. If the decider accepted, both took their cuts. If the decider refused, neither got any money.

An economically rational decider would always accept the offer, no matter how low, because any payoff is more than zero. In practice, something gets in the way, and deciders will sometimes rather take nothing at all than

Here's where it gets interesting. In this version of the experiment, the players' testosterone levels were checked, and those with higher levels of testosterone were more likely to reject the low-ball offers of money. According to The Economist, "The responders who rejected a low final offer had an average testosterone level more than 50% higher than the average of those who accepted. Five of the seven men with the highest testosterone levels in the study rejected a \$5 ultimate offer, but only one of the 19 others made the same

In short, too much testosterone got in the way of their making the most obvious, and profitable, financial decision. There are plausible explanations for this, such as the fact that our brains evolved not to make one-off decisions like these, but rather to consider consequences for the future, such as the possibility that accepting a low-ball offer may compromise our status, making us more susceptible to future low-ball offers. (We're worried about being perceived as pushovers.)

Thus, hormone-driven decision-makers seem unable to resist the notion that refusing the low offer will enhance their status for the future -- even when it's clear, as it was in this game, that there is no repercussion for the future. Such people are not exactly irrational, but they're certainly not being rational in a way that benefits their personal, financial bottom line.

Unfortunately for the manly men, there's no such thing as status in the stock market. There are no benefits for face-saving, testosterone-addled decisions. If you refuse to sell your shares of faltering GM (NYSE: GM) because you're insulted by the market's low bid, or because you want to defend American enterprises against the likes of foreign producers like Toyota (NYSE: TM), the market doesn't notice.

When you make a decision to buy Under Armour (NYSE: UA) instead of old-school Nike (NYSE: NKE) because your favorite bone-crushing linebacker is sporting that UA logo, the trader across the table doesn't care which team you think you're on.

Foolish final thought

Are you trading on testosterone? Short of heading to the lab for a check, none ocan work hard to be certain that every stock pick we make is driven by dispassionate

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That's exactly the tack taken by my colleagues at <u>Motley Fool</u> Inside Value, where buy and sell decisions are always based on painstaking research and cold calculations of the odds. In fact, lead analyst Philip Durell appreciates the occasional testosterone-storm, at least when it confuses the rest of the market and offers up RECENT BLOG POSTS Why offshore savings accounts are popular with expats great companies at good prices. · Indian Pathetic League Unable to determine best mobile broadband deal?
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Industry: Apparel & Accessories

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ESPN.com: Sports Business

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Tuesday, June 29, 2004 Updated: July 21, 6:03 PM ET

The ultimate game of endorsement

By Darren Rovell ESPN.com

White Goodman is in office explaining to attorney Kate Veatch how the painting of him grabbing a bull by the horns mimics his business philosophy of, well, grabbing a bull by the horns.

But the eyes of moviegoers who watch the scene in "Dodgeball" might be distracted by what's in the hand of Ben Stiller's character, a bottle of Vitaminwater, label purposely facing out.

Confronted with the obstacle of switching channels at will, digital video recorders that allow users to zip past commercials and the overall clutter of one ad after another on television, some companies hoping to tap into the consumer's pocketbook are turning to product placement to get their brands in movie and television scenes. An endorsement perhaps more credible than an athlete paid to peddle the same products in advertisement. And, better yet, the cost of the placement usually involves no money — just free product.

Tom Hanks met his on-screen love interest, Meg Ryan, by using America Online in the 1998 movie "You've Got Mail." Two years later, Hanks was working for Federal Express in "Cast Away," and his latest movie relationship is with Catherine Zeta-Jones, who is a flight attendant for United Airlines.

In the recent movie "Garfield," the cat prefers "Pasta Pomodoro"
lasagna, and his owner Jon drives a Volvo. A soon-to-be-released film,
"Harold & Kumar Go to White Castle," is perhaps the most blatant form
of product placement, a story of two teenagers who set out to find the perfect meal.



Ben Stiller does more than grab the bull by the horns, he grabs a bottle of Vitaminwater with the label facing out.

"Product placement is one of the ways to reach a captive audience," said Jeff Smith, director of the Grand Rapids Institute for Information Democracy, a Michigan-based media literacy group that last year studied the role of product placement in 50 films. "If you work your product into a TV show or a film, it's impossible for the viewer to zap it out."

"Dodgeball," the slapstick sports comedy that was tops in his first week at the box office, has its share of strategically placed consumer goods. The film, which centers around a small gym owner who gathers a team of members to play in a \$50,000 dodgeball tournament he hopes will save his business from a hostile takeover by a rival health club, features products and brands, including Under Armour, Nike, Vitaminwater, Fiji Water, Pepsi, Budweiser, Bud Light, ESPN, Fox Sports and Nautilus. The movie has accumulated box office receipts totaling \$67.2 million in its first 10 days in theatres, giving each product huge exposure potentially worth anywhere from thousands of dollars to millions.

In the Globo Gym office scene, Vitaminwater gets 46 seconds of brand exposure, between the bottle seen in Stiller's hand and the bottles on a office shelf. Given the number of people who have already

seen the movie, the exposure is worth more than \$100,000 in equivalent commercial time, according to Joyce Julius & Associates, a sponsorship evaluation firm. The cost for all this exposure was only 12,000 bottles for the cast and crew -- a retail value of \$15,000.

"The first thing we are concerned about with product placement is authenticity," said Rhoades Rader, executive producer of "Dodgeball." "As long as it makes sense to have that product in the film, then we can use it to help offset all our production costs."

The \$250,000 worth of gym equipment, provided by Nautilus, made it possible for the film's producers to spend the money elsewhere.

Rader said he approached Vitaminwater in part because he used to work at a gym with a friend who now works for the company. The brand has been particularly active in television shows of late, including "The Sopranos" and "Scrubs."

Under Armour, a sports apparel company known for its wicking material, lucked out in getting into "Dodgeball." Rawson Marshall Thurber, the movie's director, was the director of "Terry Tate," a group of shorts that became a popular Reebok marketing campaign last year. But Reebok hadn't been active in the product placement market since it settled a \$10 million lawsuit for breach of contract with TriStar after a Rod Tidwell commercial it paid to be included in "Jerry Maguire" was unexpectedly cut from the film.

Rader said Reebok officials seemed uninterested with the approach, so he offered non-exclusive exposure opportunities to Nike and Under Armour in exchange for free product.



Ben Stiller and director Rawson Mar Thurber on the set of "Dodgeball."

Under Armour has been relatively aggressive on the product placement front. Its brand first appeared on the jockstrap of "Willie Beamon" in "Any Given Sunday," in 1999. The interlocking "UA" logo has since been seen in "The Replacements" and in ESPN's "Playmakers," an 11-part miniseries that ran from August through November.

"Luckily, there seems to be a lot of sports shows and movies out there right now," said Steve Battista, the company's director of marketing. "We just have to make sure we are making the right associations."

Although "Playmakers" was seen by some critics as controversial, it had an impact on sales. Thanks to the fact that many players in the show were wearing them, the company's skull caps rose from the 19th most popular item on the Web site to No. 2 within weeks, Battista said. The most popular colors? Maroon and gray — the colors of the series' fictional team, the Cougars.

"In television advertising, you know exactly what you bought and when it will run," Battista said. "Product placement is an entirely different game. You can make sure you can put your brand in a good place so it has a chance to get in, but you have no control over whether it ultimately winds up on the cutting room floor." Under Armour comes away as one of the "Dodgeball's" biggest product placement winners. The two minutes, 35 seconds of exposure -- mostly seen on the purple undershirts of Goodman's "Globo Gym" team -- has equaled more than \$750,000 in equivalent advertising time,

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General

Our principal business activities are the development, marketing and distribution of branded performance apparel, footwear and accessories for men, women and youth. The brand's moisture-wicking synthetic fabrications are engineered in many designs and styles for wear in nearly every climate to provide a performance alternative to traditional products. Our products are sold worldwide and are worn by athletes at all levels, from youth to professional, on playing fields around the globe, as well as consumers with active lifestyles.

Our revenues are generated primarily from the wholesale distribution of our products to national, regional, independent and specialty retailers. We also generate revenue from product licensing and from the sale of our products through our direct to consumer sales channel, which includes sales through our factory house outlet and specialty stores, website and catalogs. Our products are offered in over twenty thousand retail stores worldwide. A large majority of our products are sold in North America; however we believe that our products appeal to athletes and consumers with active lifestyles around the globe. Internationally, we sell our products primarily in certain countries in Europe, a third party licensee sells our products in Japan, and distributors sell our products in other foreign countries. We plan to continue to grow our business over the long term through increased sales of our apparel, footwear and accessories, expansion of our wholesale distribution, growth in our direct to consumer sales channel and expansion in international markets. Virtually all of our products are manufactured by unaffiliated manufacturers operating in 17 countries outside of the United States.

We were incorporated as a Maryland corporation in 1996. As used in this report, the terms "we," "our," "us," "Under Armour" and the "Company" refer to Under Armour, Inc. and its subsidiaries unless the context indicates otherwise. We have registered trademarks around the globe, including UNDER ARMOUR®, HEATGEAR®, COLDGEAR®, ALLSEASONGEAR® and the Under Armour UA Logo, and we have applied to register many other trademarks.

Products

Our product offerings women and youth. We consumers with what we athletic products. In 2009 represented 76%, 16%, an

ur products at multiple price levels and provide to be a superior alternative to traditional apparel, footwear and accessories net revenues, respectively. Licensing

of apparel, footwear and accessories for men,

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revenues Apparel

Our apparel is offered in a variety of styles and fits intended to enhance comfort and mobility, regulate body temperature and improve performance regardless of weather conditions. Our apparel is engineered to replace traditional nonperformance fabrics in the world of athletics and fitness with performance alternatives designed and merchandised along gearlines. Our three gearlines are marketed to tell a very simple story about our highly technical products and extend across the sporting goods, outdoor and active lifestyle markets. We market our apparel for consumers to choose HEATGEAR® when it is hot, COLDGEAR® when it is cold and ALLSEASONGEAR® between the extremes. Within each gearline our apparel comes in three fit types: compression (tight fitting), fitted (athletic cut) and loose (relaxed).

Company
Wikipedia Profile
Description
Officers & Directors
Executive Comp

HEATGEAR® is designed to be worn in warm to hot temperatures under equipment or as a single layer. Our first compression T-shirt was the original HEATGEAR® product and remains one of our signature styles. While a sweat-soaked traditional non-performance T-shirt can weigh two to three pounds, HEATGEAR® is engineered with a microfiber blend designed to wick moisture from the body which helps the body stay cool, dry and light. We offer HEATGEAR® in a variety of tops and bottoms in a broad array of colors and styles for wear in the gym or outside in warm weather.

Because athletes sweat in cold weather as well as in the heat, COLDGEAR® is designed to wick moisture from the body while circulating body heat from hot spots to help maintain core body temperature. Our COLDGEAR® apparel provides both dryness and warmth in a single light layer that can be worn beneath a jersey, uniform, protective gear or ski-vest, and our COLDGEAR® outerwear products protect the athlete, as well as the coach and the fan from the outside in. Our COLDGEAR® product offerings generally sell at higher prices than our other gearlines.

ALLSEASONGEAR® is designed to be worn in changing temperatures and uses technical fabrics to keep the wearer cool and dry in warmer temperatures while preventing a chill in cooler temperatures.

Footwear

We began offering footwear for men, women and youth in 2006, and each year we have expanded our footwear offerings. Our footwear offerings include football, baseball, lacrosse, softball and soccer cleats, slides, performance training footwear and running footwear. Our footwear is generally engineered with HEATGEAR® technologies and is light, breathable and built with performance attributes for athletes everywhere. Our footwear is designed with innovative technologies which provide stabilization, directional cushioning and moisture management engineered to maximize the athlete's comfort and construct. During 2009, we introduced our performance running footwear, as well as soccer cleats, which had a limited introduction at soccer specialty stores in the United States and Europe. We are developing new footwear categories, including basketball for introduction in the future.

Accessories

Our baseball batting, football, golf and running gloves include HEATGEAR® and COLDGEAR® technologies and are designed with advanced fabrications to provide the same level of performance as our other products. Net revenues generated from the sale of baseball batting, football, golf and running gloves are included in our accessories category.

We also have agreements with our licensees to develop Under Armour accessories. Our product, marketing and sales teams are actively involved in all steps of the design process in order to maintain brand standards and consistency. Our licensees currently offer bags, socks, headwear, custom-molded mouth guards and eyewear designed to be used and worn before, during and after competition, and feature performance advantages and functionality similar to our other product offerings. License revenues generated from the sale of these accessories are included in our net revenues. We are currently developing our own headwear and bags, and beginning in 2011, these products will be sold by us rather than by one of our licensees.

Marketing and Promotion

We currently focus on marketing and selling our products to consumers for use in athletics, fitness and outdoor activities. We maintain control over our brand image with an in-house marketing and promotions department that designs and produces most of our advertising campaigns. We seek to drive consumer demand for our products by building brand equity and awareness as a leading performance athletic brand.

Sports Marketing

Our marketing and promotion efforts begin with a strategy of selling our products to high-performing athletes and teams on the collegiate and professional levels. We execute this strategy through professional and collegiate sponsorships, individual athlete agreements and by selling our products directly to team equipment managers and to individual athletes. As a result, our products are seen on the field, giving our products exposure to

various consumer audiences through the internet, television, magazines and live at sporting events. This exposure to consumers helps us establish on-field authenticity as consumers can see our products being worn by high-performing athletes. We are the official outfitter of the athletic teams at Aubum University, Texas Tech University, the University of Maryland and the University of South Florida, and beginning in July 2010, Boston College. We are the official outfitter of numerous other teams, including the football teams at the University of Hawaii, the University of South Carolina and the University of Utah. We supply uniforms, sideline apparel and fan gear for these teams. In addition, we sell our products domestically to professional football teams and Division I men's and women's collegiate athletic teams. We also signed an agreement in 2006 to be an official supplier of footwear to the National Football League ("NFL"), a step we took to complete the circle of authenticity from the Friday night lights of high school to Saturday afternoon college game day to the marquee Sunday matchups of the NFL. This agreement enables NFL players to wear Under Armour footwear on the field and enables Under Armour to reach fans at the highest level of competitive football.

Internationally, we are selling our products to European soccer and rugby teams. We are the official supplier of performance apparel to the Hannover 96 football club and the Welsh Rugby Union, among others. In addition, we are an official supplier of performance apparel to Hockey Canada and have advertising rights throughout the Air Canada Center during the Toronto Maple Leafs' home games. We have also been designated as the Official Performance Product Sponsor of the Toronto Maple Leafs.

We also have sponsorship agreements with individual athletes. Our strategy is to find the next generation of stars, like Milwaukee Bucks rookie Brandon Jennings, U.S. professional skier and Olympic gold medal winner Lindsey Vonn, first round NFL draft prospect Dez Bryant, U.S. Olympic Snowboarder Lindsey Jacobellis, professional lacrosse player Paul Rabil, Baltimore Orioles catcher Matthew Wieters and UFC Welterweight Champion Georges St-Pierre. In addition, our roster of athletes includes established stars such as professional football players Brandon Jacobs, Devin Hester, Vernon Davis and Patrick Willis, triathlon champion Chris "Macca" McCormack, professional baseball players Ryan Zimmerman and Jose Reyes, soccer star Heather Mitts, U.S. Olympic and professional volleyball player Nicole Branagh, U.S. Olympic swimmer Michael Phelps, and professional golfer Hunter Mahan.

We seek to sponsor events to drive awareness and brand authenticity from a grassroots level. For example, we entered into an agreement with IMG Academies for the development of a unique, comprehensive athletic training platform that we believe will establish a global measurement standard for sports performance, health and fitness. In 2010, we will host over 50 combines, camps and clinics for many sports at regional sites across the country for male and female athletes.

We reach young football athletes at all levels by sponsoring American Youth Football, a football organization that promotes the development of youth; the Under Armour All-America Football Game, which is an annual competition between the top seniors in high school football; and the Under Armour Senior Bowl, which is an annual competition between the top seniors in college football. In addition, we are the presenting sponsor for the 2010 NFL Scouting Combine.

During 2009, we partnered with Ripken Baseball to outfit Ripken Baseball participants and to be the title sponsor for all 25 Ripken youth baseball tournaments, reaching 35,000 young athletes. In addition, we partner with the Baseball Factory to outfit the nation's top high school baseball athletes from head-to-toe and serve as the title sponsor for nationally recognized baseball tournaments and teams.

We have been a sponsor of the ESPY Awards Show for the past several years and have used the national platform to launch our fall commercial campaigns. Additionally, we are the title sponsor of The Under Armour (Baltimore) Marathon and we have a strong brand presence at several other major running events across the country. We are also the title sponsor of The Under Armour All-America Lacrosse Classic, as well as the All-America games in softball and volleyball for elite high school athletes. We believe these relationships create significant on-field product and brand exposure that contributes to our on-field authenticity.

Media and Promotion

We feature our products in a variety of national publications such as Cosmopolitan, ESPN the Magazine, Glamour, Runner's World, Shape, Seventeen and Women's Health, and we also advertise regularly in several outdoor and sport-specific publications.

Our media campaigns run in a variety of lengths and formats and have included our signature "Protect this House" and "Click-Clack" campaigns featuring several NFL players. Our "Protect this House" campaign continues to be used in several NFL and collegiate stadiums during games as a crowd prompt. During 2007, we executed a major campaign called "BoomBoom-TAP," which targeted the "team girl" demographic in an effort to establish Under Armour as the authentic athletic brand for female athletes who play team sports. Additionally, we have developed co-branded commercials with key retail partners to promote the brand. In May 2008, we launched our performance training footwear and introduced our brand and other products to additional consumers with "The New Prototype" campaign. This campaign also included a 60-second commercial during Super Bowl XLII in February 2008. During 2009, we launched our performance running footwear with a multi-platform "Athletes Run" campaign that highlights our point of view that all runners are athletes and all athletes run. Our ability to secure product placement in movies, television shows and video games has allowed us to reinforce our authenticity as well as establish our brand with broader audiences who may not otherwise be exposed to our advertising and brand efforts. In 2010, we are returning to a version of our signature campaign with "Protect this House.® I will."

Retail Marketing and Product Presentation

The primary component of our retail marketing strategy is to increase and brand the floor space dedicated to our products within our major retail accounts. The design and funding of Under Armour concept shops within our major retail accounts has been a key initiative for securing prime floor space, educating the consumer and creating an exciting environment for the consumer to experience our brand. Under Armour concept shops enhance our brand's presentation within our major retail accounts with a shop-in-shop approach, using dedicated floor space exclusively for our products, including flooring, lighting, walls, displays and images. Since 2006, we have reshaped 600,000 square feet of space dedicated to concept shops at over 750 locations of our major retail accounts.

Across our many retailers, factory house outlet and specialty stores we also use in-store fixtures and displays that highlight our logo and have a performance-oriented, athletic look. We believe our in-store fixtures and displays are exciting and unique. One example of our brand-building fixtures is our "Big E" mannequin, a life-size mold of Eric Ogbogu, a 6'4", 275 pound former NFL defensive end and featured athlete in many of our brand campaigns. To target female consumers, we use a complementary mannequin, the UA WOMAN, modeled after the star of our early women's brand campaign, Heather Mitts. These displays provide an easily identifiable place for consumers to look for our products and are intended to reinforce the message that our brand is distinct from our competitors.

We work with our retailers to establish optimal placement for our products and to have the brand represented in the many departments of our large national or regional retail chains. The fixtures and displays enable us to achieve placement of our products throughout stores by providing retailers with outposts to use in various store sections.

Customers

Our products are offered in over twenty thousand retail stores worldwide, of which nearly sixteen thousand retail stores are in North America. We also sell our products directly to consumers through our own factory house outlet and specialty stores, website and catalogs.

Wholesale Distribution

In 2009, 78% of our net revenues were generated from wholesale distribution. Our principal customers located in the United States include national and regional retail chains such as, in alphabetical order, Academy Sports and Outdoors, Dick's Sporting Goods, Hibbett Sporting Goods, Modell's Sporting

Goods, and The Sports Authority, hunting and fishing, mountain sports and outdoor retailers such as Bass Pro Shops and Cabela's; and The Army and Air Force Exchange Service. Our principal customers located in Canada include national retail chains such as Sportchek International and Sportman International. In 2009, our two largest customers were, in alphabetical order, Dick's Sporting Goods and The Sports Authority. These two customers accounted for a total of approximately 30% of our net revenues in 2009.

In 2009, approximately 75% of our wholesale distribution was derived from large format national and regional retail chains. Additional wholesale distribution in 2009 was derived from independent and specialty retailers, institutional athletic departments, leagues and teams. The independent and specialty retailers are serviced by a combination of in-house sales personnel and third-party commissioned manufacturer's representatives and continue to represent an important part of our product distribution strategy and help build on the authenticity of our products. Our independent sales include sales to military specialists, fitness specialists, outdoor retailers and other specialty channels. With the launch of our performance training footwear in 2008 and performance running footwear in 2009, we have expanded our distribution at the mall through national footwear retailers including Finish Line and Foot Locker.

Direct to Consumer Sales

In 2009, 18% of our net revenues were generated through direct to consumer sales. Direct to consumer sales include discounted sales through our own factory house outlet stores and sales through our specialty stores, global website and catalog. The majority of our 35 factory house outlet stores are located at outlet centers on the East Coast of the United States. Through our specialty stores, consumers experience our brand first-hand and have full access to our performance products. We opened our first specialty store in Annapolis, Maryland in November 2007 and opened three additional full-price specialty stores near Chicago, Illinois, Boston, Massachusetts, and Washington, D.C. during 2008.

Product Licensing

In addition to generating revenues through wholesale distribution and direct to consumer sales, we generate revenues from licensing arrangements to manufacture and distribute Under Armour branded products. In order to maintain consistent quality and performance, we pre-approve all products manufactured and sold by our licensees, and our quality assurance team strives to ensure that the products meet the same quality and compliance standards as the products that we sell directly. We have formed relationships with several licensees for bags, socks, team uniforms, headwear, eyewear and custom-molded mouth guards, as well as the distribution of our products to college bookstores and golf pro shops. In addition, we have a relationship with a Japanese licensee that has the exclusive rights to distribute our products in Japan. In 2009, license revenues accounted for 4% of our net revenues. We are currently developing our own headwear and bags, and beginning in 2011, these products will be sold by us rather than by one of our licensees.

International Revenues

Our international revenues include net revenues generated in Western Europe, primarily in Austria, France, Germany, Ireland and the United Kingdom. In addition, international revenues include net revenues generated through third-party distributors primarily in Australia, Italy, Greece, New Zealand, Panama, Scandinavia and Spain, along with license revenues from our licensee in Japan. We believe that the trend toward performance products is global, and we intend over time to introduce our products and simple merchandising story to athletes throughout the world. In international markets, we are introducing our performance apparel, footwear and accessories in a manner consistent with our past brand-building strategy, including selling our products directly to teams and individual athletes in these markets, thereby providing us with product exposure to broad audiences of potential consumers.

Since 2002, we have had a license agreement with Dome Corporation, which produces, markets and sells our branded products in Japan. We work closely with this licensee to develop variations of our products for the different sizes, sports interests and preferences of the Japanese consumer. Our branded products are now sold in Japan to professional sports teams, including Omiya

Ardija, a professional soccer club in Saitama, Japan, as well as baseball and other soccer leams, and to over two thousand independent specialty stores and large sporting goods retailers, such as Alpen, Himaraya, The Sports Authority and Xebio.

In 2006, we opened our European headquarters in Amsterdam, The Netherlands from which our European sales, marketing and logistics functions are conducted. We sell our branded products to First Division Football clubs and multiple cricket clubs in the United Kingdom, soccer teams in Italy, Spain, Holland, Ireland and Germany, as well as First Division Rugby clubs in the United Kingdom, France, Italy and Ireland. Refer to Note 16 to the Consolidated Financial Statements for consolidated net revenues for each of the last three years attributed to the United States and to other foreign countries.

Seasonality

Historically, we have recognized a significant portion of our income from operations in the last two quarters of the year, driven by increased sales volume of our products during the fall selling season, reflecting our historical strength in fall sports, and the seasonality of our higher priced COLDGEAR® line. During 2009 and 2008, a larger portion of our income from operations was in the last two quarters of the year partially due to the shift in the timing of marketing investments to the first two quarters of the year as compared to prior years. The majority of our net revenues were generated during the last two quarters in each of 2009, 2008 and 2007. The level of our working capital generally reflects the seasonality and growth in our business. We generally expect inventory, accounts payable and certain accrued expenses to be higher in the second and third quarters in preparation for the fall selling season.

Product Design and Development

Our products are manufactured with technical fabrications produced by third parties and developed in collaboration with our product development team. This approach enables us to select and create superior, technically advanced fabrics, produced to our specifications, while focusing our product development efforts on design, fit, climate and product end use.

We seek to regularly upgrade and improve our products with the latest in innovative technology while broadening our product offerings. Our goal, to deliver superior performance in all our products, provides our developers and licensees with a clear, overarching direction for the brand and helps them identify new opportunities to create performance products that meet the changing needs of athletes. We design products with "visible technology," utilizing color, texture and fabrication to enhance our customers perception and understanding of product use and benefits.

Our product development team has significant prior industry experience at leading fabric and other raw material suppliers and branded athletic apparel and footwear companies throughout the world. This team works closely with our sports marketing and sales teams as well as professional and collegiate athletes to identify product trends and determine market needs. For example, these teams worked closely to identify the opportunity and market for our RECHARGE™ Suit, which is designed to stabilize muscle tissue and control post workout swelling to aid the body in repairing itself sooner to get back in the game faster.

Sourcing, Manufacturing and Quality Assurance

Many of the specialty fabrics and other raw materials used in our products are technically advanced products developed by third parties and may be available, in the short term, from a limited number of sources. The fabric and other raw materials used to manufacture our products are sourced by our manufacturers from a limited number of suppliers pre-approved by us. In 2009, based on estimates derived from our understanding of the sourcing practices of our third-party manufacturers, approximately 40% to 45% of the fabric used in our products came from four suppliers. These fabric suppliers have locations in Mexico, Taiwan and the United States. We continue to seek new suppliers and believe, although there can be no assurance, that this concentration will decrease over time. The fabrics used by our suppliers and manufacturers are primarily synthetic fabrics and involve raw materials, including petroleum based products, that may be subject to price fluctuations and shortages.

Substantially all of our products are manufactured by unaffiliated manufacturers and, in 2009, eight manufacturers produced approximately 55% of our products. In 2009, our products were manufactured by 22 primary manufacturers, operating in 17 countries. During 2009, approximately 60% of our products were manufactured in Asla, 18% in Central and South America and 17% in Mexico. All manufacturers are evaluated for quality systems, social compliance and financial strength by our quality assurance team prior to being selected and on an ongoing basis. Where appropriate, we strive to qualify multiple manufacturers for particular product types and fabrications. We also seek out vendors that can perform multiple manufacturing stages, such as procuring raw materials and providing finished products, which helps us to control the cost of goods sold. We enter into a variety of agreements with our manufacturers, including non-disclosure and confidentiality agreements, and we require that all of our manufacturers adhere to a code of conduct regarding quality of manufacturing and working conditions and other social concerns. We do not, however, have any long-term agreements requiring us to utilize any manufacturer, and no manufacturer is required to produce our products in the long-term. We have an office in Hong Kong to support our manufacturing, quality assurance and sourcing efforts for apparel and offices in Guangzhou. China to support our manufacturing, quality assurance and sourcing efforts for footwear

We also manufacture a limited number of apparel products on-premises in our quick turn, Special Make-Up Shop located at one of our distribution facilities in Glen Burnle, Maryland. Through this 17,000 square-foot shop, we are able to build and ship apparel products on tight deadlines for high-profile athletes, leagues and teams. While the apparel products manufactured in the quick turn, Special Make-Up Shop represent an Immaterial portion of our total net revenues, we believe the facility helps us to provide superior service to select customers.

Distribution and Inventory Management

We package and distribute the majority of our products through two distribution facilities in Glen Burnie, Maryland, approximately 15 miles from our Baltimore, Maryland headquarters. One facility is a high-bay facility built in 2000, in which we currently lease and occupy approximately 359,000 square feet. The lease term expires in September 2011, with two options to extend the lease term for up to four years in total. The other facility is a high-bay facility built in 2003, in which we lease and occupy approximately 308,000 square feet. The lease term expires in April 2013, with one option to extend the lease term for an additional five years. Beginning in 2008, we began to distribute our products in North America through a third-party logistics provider with a location in San Pedro, California and beginning in 2009 through the same third-party logistics provider in Medley, Florida. The agreement with this provider continues until December 2012. We also distribute our products in Europe through a third-party logistics provider based out of Tilburg, The Netherlands. This agreement continues until June 2010. We are currently considering our renewal options at this location. We believe our distribution facilities and space available at our third-party logistics providers will be adequate to meet our short term needs. We expect to expand to additional facilities in the future.

Inventory management is important to the financial condition and operating results of our business. We manage our inventory levels based on any existing orders, anticipated sales and the rapid-delivery requirements of our customers. Our inventory strategy is focused on continuing to meet consumer demand while improving our inventory efficiency over the long term by putting systems and procedures in place to improve our inventory management. We expect to achieve this by being in stock in core product offerings, which includes products that we plan to have available for sale over the next twelve months and beyond at full price. In addition, we expect to achieve our inventory strategy by ordering our seasonal products based on current bookings, shipping seasonal product at the start of the shipping window in order to maximize the productivity of floor space at our retailers and earmarking any seasonal excess for sales through our factory house outlet stores and liquidation sales to third parties.

Our practice, and the general practice in the apparel and footwear industries, is to offer retail customers the right to return defective or improperly shipped merchandise. Because of long lead-times for design and production of our products, from time to time we commence production of new products before

receiving orders for those products. This affects our inventory levels for new products.

Intellectual Property

We believe we own the internally developed material trademarks used in connection with the marketing, distribution and sale of all our products, both domestically and internationally, where our products are currently sold or manufactured. Our major trademarks include the UA Logo and UNDER ARMOUR®, both of which are registered in the United States, Canada, the European Union, Japan and several other foreign countries in which we sell or plan to sell our products. We also own trademark registrations for HEATGEAR®, COLDGEAR®, ALLSEASONGEAR®, ARMOUR®, PROTECT THIS HOUSE®, THE ADVANTAGE IS UNDENIABLE ®, DUPLICITY®, MPZ®, BOXERJOCK®, our POWER IN PINK logo and other of our trademarks. In addition, we have applied to register numerous other trademarks including: RECHARGE™, ARMOURBITE™, and ATHLETES RUN™. We also own internally developed domain names for our primary trademarks and hold copyright registrations for several commercials, as well as for certain artwork. We intend to continue to strategically register, both domestically and internationally, trademarks and copyrights we utilize today and those we develop in the future. We will continue to aggressively police our trademarks and pursue those who infringe, both domestically and internationally.

We believe that the distinctive trademarks that we use in connection with our products are important in building our brand image and distinguishing our products from those of others. These trademarks are among our most valuable assets. In addition to our distinctive trademarks, we also place significant value on our trade dress, which is the overall image and appearance of our products, and we believe that our trade dress helps to distinguish our products in the marketplace.

The intellectual property rights in the technology, fabrics and processes used to manufacture our products generally are owned or controlled by our suppliers. As a result, our ability to obtain patent protection for our products is limited and we currently do not own any issued fabric or process patents. We focus our efforts on obtaining patent protection for what we believe to be strategic, new product applications in the marketplace. We have filed and will continue to file patent applications in connection with certain of our products that we believe offer a unique utility or function. In 2009, we were issued a utility patent for our COLDGEAR® Hood and a second utility patent for our DUPLICITY® Sports. Bra, as well as several design patents for certain apparel and accessory products. We will continue to file patent applications where we deem appropriate to protect our inventions and designs, and we expect the number of applications to grow as our business grows and as we continue to innovate in a range of product categories.

Competition

The market for performance athletic apparel and footwear is highly competitive and includes many new competitors as well as increased competition from established companies expanding their production and marketing of performance products. The fabrics and technology used in manufacturing our products are generally not unique to us, and we do not currently own any fabric or process patents. Many of our competitors are large apparel, footwear and sporting goods companies with strong worldwide brand recognition and significantly greater resources than us, such as Nike and Adidas. We also compete with other manufacturers, including those specializing in outdoor apparel, and private label offerings of certain retailers, including some of our customers.

In addition, we must compete with others for purchasing decisions as well as limited floor space at retailers. We believe we have been successful in this area because of the good relationships we have developed and as a result of the strong sales of our products. However, if retailers earn greater margins from our competitors' products, they may favor the display and sale of those products.

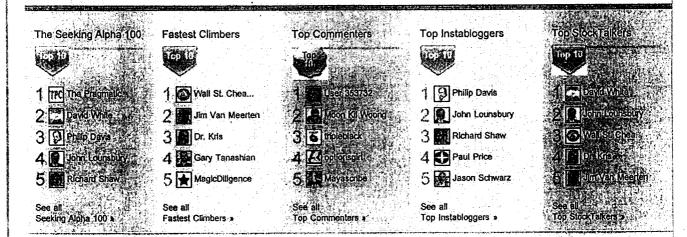
We believe that we have been able to compete successfully because of our brand image and recognition, the performance and quality of our products and our selective distribution policies. We also believe that our focused gearline merchandising story differentiates us from our competition. In the future we

expect to compete for consumer preferences and expect that we may face greater competition on pricing. This may favor larger competitors with lower costs per unit of product produced that can spread the effect of price discounts across a larger array of products and across a larger customer base than ours. The purchasing decisions of consumers for our products often reflect highly subjective preferences that can be influenced by many factors, including advertising, media, product sponsorships, product improvements and changing styles.

Employees

As of December 31, 2009, we had approximately three thousand employees including approximately fifteen hundred in our factory house outlet and specialty stores and five hundred at our distribution facilities. Most of our employees are located in the United States and none of our employees are currently covered by a collective bargaining agreement. We have had no labor-related work stoppages, and we believe our relations with our employees are good.

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Posted: Sep 17, 2010 3:16 PN EDT Updated: Sep 17, 2010 5:04 PM EDT

COLUMBIA, SC (TheBigSpur.com) - South Carolina and Under Armour are close to inking a new six-year deal that would outfit all of USC's athletics teams. The \$19-million dollar deal is one of athletics director Eric Hyman's goals for the 2010-11 academic year.

Under the deal, Under Armour would pay USC and provides them with apparel, shoes and other clothing items.

Most of the USC programs have already made the switch from brands like Adidas and Nike to Under Armour, a Maryland-based company that first signed on with the Gamecocks in a football-only contract in 2007. According to Hyman, he estimated the deal is about 97-percent complete but, "There are a few things that need to be tweaked."

This year, the men's soccer program ended its relationship with Adidas to join with Under Armour and debuted their new kits in an exhibition against High Point in August. The men's basketball program, according to sources, will also make the switch to Under Armour for the 2010-11 season.

The Gamecocks were one of the first schools in the country to join with Under Armour. The school announced on April 13, 2007 that it would follow Auburn, Maryland, and Texas Tech as clients. That deal was worth \$10.8 million. Before that the USC had an agreement with Russell Athletics for \$450,000 per year for four sports, according to the university.

The baseball team brought Under Armour its first national championship in its apparel when it defeated UCLA in two games in June. The Gamecocks recently sported the interlocking UA logo on their suit jackets while touring the White House.

Head football coach Steve Spurier has consistently talked about the baseball team's success and Hyman added that the winning spirit and positive attitude brought by the national championship continues to permeate throughout the athletic department offices.

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"I think it just reassures us that we can do it," Hyman said. "If you think you

USC/Under Armour close to \$19M deal - WIS News 10 - Columbia, South Carolina |

can, you can. If you don't think you can, you'll have a difficult time. It really has gravitated to all the coaches, student-athletes, and they all take immense pride in it. At the White House, the baseball players were talking about the football team and their success against Georgia. You just feed off of each other."

Trustees also heard about Hyman's goals for the coming year for the department, but there was no discussion of an NCAA investigation of the school's football program. Hyman said after the meeting the university is cooperating with the NCAA on the investigation.

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The Latest

Under Armour signs Miles Austin

Thursday, September 16 2010 10:28

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Under Armour continues to make waves in the sports performance apparel market Early the college football sea on we ave seen the UA logo all over stadiums, uniforms and even on CBS College Sports analyst Mike Leach's 'dress shirt'.

The company is also busy adding NFL players to its roster.

Wednesday the Baltimore based company announced that they have

signed Dallas Cowboys wide receiver Miles Austin to a multi-year contract.

"I am extremely excited to announce our partnership with Miles Austin," said Kevin Plank, Founder and CEO of Under Armour.

"His on-field success is a product of his incredible work ethic and disciplined training regimen. We look forward to working with Miles, as he reflects our mission to make all athletes better."

Austin will wear Under Armour cleats and apparel — and will appear in various in-store and advertising promotional campaigns.

"Endorsement-wise, I want to be with a growing company and a pure product," Austin told the Dallas Morning News in July when he first began talks with the company.







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on field.

Helen Jung, The Oregonian



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Under Armour joins Reebok and Nike who both have long had these agreements in place NFL. And in case anyone forgot about the swoosh, Nike today put out its own release saying that it has recently extended its authorized-supplier deal with the NFL.

Under Armour announced earlier this week that a new deal with the NFL recognizes the company

- which just this year started selling football cleats -- as an authorized supplier. That means athletes who wear Under Armour (Including athlete endorser A.J. Hawk, the former Ohio State player who was drafted by the Green Bay Packers) can wear their cleats and display the UA logo



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But all these agreements leave out one

other major player -- Adidas Group, which signed Reggie Bush, the No. 2 pick who was drafted by the New Orleans Saints, to a reported \$1 million contract. As it currently stands, Bush can wear Adidas cleats on the field, but will have to tape over the three stripes logo as he (presumably) makes highlight-reel worthy moves on the field this year.

Adidas has had "conversations" with the NFL of reaching an agreement, said spokesman Brian McCarthy, But so far, nothing new, and any display of the Adidas three-stripes in games will only hand off a fine to Bush.

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Under Armeur

Under Armour made its Wall Street debut Friday, and was a hit. After being offered at \$13 a share, the performance apparel company started trading at \$31 and closed at \$25.30.

The rising share price underscored the enthusiasm for an IPO by Under Armour (NASDAQ: UARM), which in short order has built a leading performance-apparel brand on the strength of its moisture-wicking T-shirts and popular advertising campaigns.

The company expects to generate \$157 million with the IPO and use the cash to pay down debt, develop new products and expand its already formidable retail presence.

Under Armour said late Thursday night it would sell 12.1 million shares of its stock at \$13 per share. Goldman, Sachs & Co. is leading the offering.

The company originally estimated its IPO share price at \$7.50 to \$9.50. Earlier this week it upped that target to \$10 to \$12.

Under Armour's Wall Street arrival was ushered in symbolically Friday with a banner ad on the top of the Nasdaq Web site: "Nothing fits Under Armour like Nasdaq," read the ad, which featured the company's interlocking UA logo and a picture of a scowling Eric Ogbogu, a Dallas Cowboys lineman who stars in Under Armour's "Protect this House" television commercials.

Ogbogu and Under Armour CEO Kevin Plank were transplates at the University of Maryland, where Plank first came up with the idea of a Takirt that wouldn't get drenched with sweat during a workout, as his cotton T-shirts d

Plank will retain control of most of the voting power of ny's common stock thanks to a dual-class structure Under Armour is using.

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POSTED: 1:00 AM WED, MAY 27, 20 BY ADMIN

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told the Daily Record in Maryland that "the parties had a meeting of the minds." Terms of the settlement

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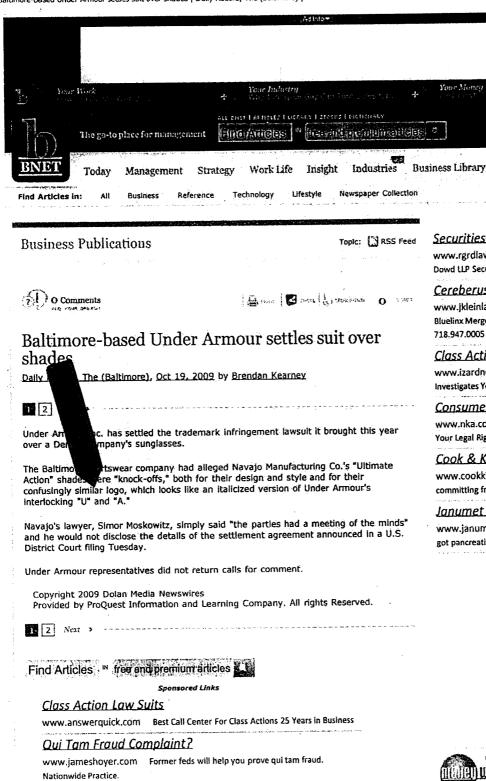
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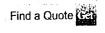
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Feb 15, 2013, 2:59pm EST Updated: Feb 15, 2013, 3:58pm EST

Photos: Under Armour debuts Harbor East 'Brand House' store



Ryan Sharrow

New Media Editor- *Baltimore Business Journal* <u>Email</u> | <u>Twitter</u>

Under Armour Inc.'s new Harbor East store makes thing one thing clear: The sportswear maker's connection to Baltimore.

The 8,000-square-foot "Brand House" — Under Armour's first full-price store in Baltimore — includes themed merchandise showcasing local neighborhoods like Hampden and Federal Hill. Some shirts include the iconic "Mr. Boh," while others say "Hon." Two loading dock doors outside the store, set to open Saturday, pay tribute to legendary <u>Baltimore Ravens</u> linebacker <u>Ray Lewis</u>, who has an endorsement deal with Under Armour.

A 2,500-pound garage door marks the entrance to the store on the ground floor of the Legg Mason tower.

The center of the store houses the company's footwear lines — a segment Under Armour has been thirsty to grow. The goal, Under Armour executives say, is to drive more traffic to footwear by keeping the shoes in the middle. The footwear and women's sections, meantime, are Under Armour's largest retails displays of the two categories to date.

Under Armour's (NYSE: UA) goal is to one day make its women's business as big as its men's.

View photos from the store

Above the shoes, a 7-by-9 foot video board with 330,000 LED lights hangs high. Behind the checkout area a 700-pound Under Armour logo is pasted to the wall.

Meanwhile, one focus of the store is for Under Armour to showcase and test its latest merchandise with consumers.

"If you come into the store, you now are going to get our latest innovative product," <u>Henry Stafford</u>, Under Armour's senior vice president of apparel, accessories and outdoor, said during a tour of the store on Friday.

Stafford declined to disclose how much the company invested in the store, but he said it will be profitable.

Some 95 percent of the contractors that worked on the store are Baltimore-area firms, he said. The store's 25 employees also are local.

The store is teaming with local gyms on promotions like "Workout Wednesdays." One example will be if you buy something on a Wednesday from the store, the following Wednesday you can take a free yoga class at Charm City Yoga.

The store is also launching a running club.

MORE: Under Armour's Plank calls new store a 'testing ground'

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SPORTS BIZ WITH DARREN ROVELL

Tom Brady Steps Into Under Armour

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Published: Wednesday, 6 Oct 2010 | 11:06 AM ET

By: Darren Rovell

CNBC Sports Business Reporter

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New England Patriots quarterback Tom Brady won his 100th game as an NFL quarterback on Monday night against the Dolphins wearing something different on his feet: Under Armour.



Tom Brady

Sources say Brady's deal with Nike is up and Brady's camp had been talking with Under Armour.

As part of that discussion, he was fitted and was sent shoe samples. And although UA executives are mum, CNBC has learned that the fact that Brady wore the shoes in a game has now accelerated talks. Brady's agent Steve Dubin did not return a call seeking comment.

The Under Armour logo was visible on Brady's shoes for the matchup against the Dolphins, which is unusual, not only because a deal isn't done, but Brady typically puts so much tape on his shoes and around his ankles that you normally can't see any logo. Shoe brands who pay athletes typically look down on the practice known as spatting.

Brady's endorsement could be a nice boost for the Under Armour brand, which has suddenly shifted focus from signing defensive players to offensive weapons. The company's last two NFL signees included Baltimore Ravens wide receiver Anguan Boldin and Dallas Cowboys wide receiver Miles Austin.

Brady was featured in a series of Nike commercials, but he hasn't been a focus for the brand for a while as the company has focused on the likes of Adrian Peterson and Troy Polamalu.

Brady signed a four-year, \$72 million contract that included \$49 million in guaranteed money last month. Brady's endorsements include Coca-Cola's Smartwater, Movado watches and Comcast.

Despite its recent struggles to stay relevant in the footwear space — Under Armour is launching its first basketball shoe line in less than three weeks — investors are bullish on the \$1 billion company. Shares of its stock are up 65 percent year to date. (Track All Under Armour News and Stock Moves Here)

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Under Armour gets serious

October 26, 2011: 5:00 AM ET

How Kevin Plank took Under Armour from wishful thinking to a \$1 billion business and where the Baltimore brand is headed next.

By Daniel Roberts, reporter

FORTUNE -- "Boy, there's a lot of talk out there," Kevin Plank says into a microphone. He's alone on a stage looking out at 1,000 employees standing on a basketball court at Under Armour's Baltimore headquarters on Sept. 15. They've assembled for one of the company's town hall meetings, which Plank, the company CEO and founder, holds every couple of months. "Well, let me be the first to tell you guys today," he shouts, "we are not selling this company!" Cheers erupt.

Plank, 39, wears a bright polo and flashy new sneakers, both, naturally, by Under Armour. The "talk" he's referring to is the rumor that crops up every few months or so, one that heated up the night before on Twitter: that the \$21-billion-in-sales Nike (NKE) is going to buy Under Armour (UA), which has grown in 15 years from a college startup to a formidable \$1.4 billion competitor of the Beaverton, Ore., behemoth.



Plank works out at his home gym in Lutherville-Timonium, Md.

Plank addresses his team in a tone midway between a dad and a drill sergeant, belting out catch phrases in competitive language, but smiling as he does it. After giving the word on Nike, he adds some pep: "We are not going to do ourselves any favors by buying into what's printed in newspapers. We control our destiny. We control what this company is going to do."

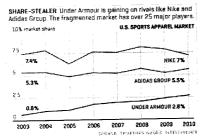
"We" in this case may well mean "I." Plank owns 22% of the company's stock and has 74% of its voting power, and what he later admits to a visitor is different from what he said on stage: "If I ever was offered an amount of money that was larger than what I believed I could get the company to," he says, "I would be obligated to sell."

Yet what Plank believes he can "get the company to" has always been galaxies beyond what anyone else ever dreamed. Today Under Armour holds nearly 3% of the fragmented U.S. sports apparel market (approaching half of Nike's share), sells everything from shirts, shorts, and cleats to underwear, and makes uniforms worn by teams at more than 100 universities. Its stock has more than tripled in six years to its current \$80.07 (thanks to Tuesday's stellar earnings report of more than 40% net revenue growth), making Plank's equity worth more than \$900 million; Under Armour's logo, an interlocking "U" and "A," is becoming as recognizable as the Nike swoosh.

Under Armour is hardly the first brand to disrupt an industry. What's really compelling here, though, is that Plank, starting with little more than a cool shirt and the mindset of a competitive athlete, has taken on a hugely dominant company with vastly larger resources and made it blink, and has continued to take share in a down economy. In his final year of eligibility for **Fortune's 40 Under 40** list, Kevin Plank sits at **No. 12** -- his highest ranking yet. Here's why.

When success is 100% perspiration

The story of Under Armour's origins is a classic entrepreneurial tale: Plank was a walk-on special-teams football player at the University of Maryland in 1995 when, fed up with the sweat-soaked T-shirt he'd peel off after practice, he had the idea for a tight, polyester-blend shirt that wicks away moisture while keeping muscles cool. Plank didn't invent "performance apparel," but he was the first to see its potential for not just athletes but also the mass market. As college came to an end, Plank had a job offer from Prudential Life Insurance. But he knew the safe move wasn't for him. "I would have killed myself," he says.



Growing up with four older brothers certainly imbued Plank with a competitive streak, but it may have been living with the town mayor of Kensington, Md. (his mom), that made him squirm under authority. As a sophomore in high school, he was tossed out of Georgetown Prep for poor academic performance. That eventually led him to Fork Union Military Academy, where he learned discipline and played football.

With no business training, Plank resolved to sell his shirt using the only advantage he had -- his athletic connections. "I never knew exactly what [the company] was going to look like," he says, "but more important, I got up every single day and never believed it couldn't happen."

The "six degrees of separation" concept isn't new, but Plank took it to its limit. Among his teams from high school, military school, and the University of Maryland, he knew at least 40 NFL players well enough to call and offer them the shirt. Plank wasn't just working the phone; he lived on the road with his trunk full of shirts, visiting schools or training camps in person to show the product, then pulling over to sleep.

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Soon he had help from Kip Fulks, now Under Armour's COO. Fulks played lacrosse at Maryland and met Plank through a mutual friend. Plank asked Fulks to do the same thing in the lacrosse world that he was doing with football. "Kevin's idea was fairly developed," Fulks says. "The branding and the logo were not."

Nor were the finances -- until 1998, when the duo landed a \$250,000 small-business loan from Kate Carr, a banker at tiny Adams Bank in Washington, D.C., who later doled out more funds in small portions. "She never gave us too much running room," Fulks laughs. "She was like a mom that way." Another assist came from Plank's older brother Scott, who gave them loans and still owns 4% of the company. Then there were the credit cards: The first time Fulks met him, Plank asked whether he had good credit. "We ran up, like, 17 different cards, all mine," Fulks says, "and I never missed a minimum payment."

Equine Armour: Kevin Plank bets big on horse racing

Still, it was a ragtag group. Under Armour was three jocks (the third early partner was Ryan Wood, a high school friend of Plank's who left in 2007 to run a cattle farm) trying to start a business from the Georgetown basement of Plank's grandmother's row house. Not just any business either — a sports apparel line. It would be like starting a Coca-Cola (KO) competitor or trying to create the new Facebook today. "It was absurd," Fulks admits. "We said, 'Oh, yeah, we're going to take on Nike,' and meanwhile we literally had shirts in cardboard boxes that were moldy on the bottom. But at the time it didn't seem absurd — it was bliss." When meetings were scheduled, they would claim the "offices were being renovated," and instead hold court in the back room at Clyde's, a bar in D.C.

Under Armour quickly gained momentum, thanks mostly to the six-degrees strategy. In 1996, Plank got the shirt to some Atlanta Falcons players after an equipment manager saw the gear in Florida State's locker room. Soon Plank's calls were more often to equipment managers than individual players. Plank's challenge was to convince them that, though a \$25 T-shirt was pricey, it would hold up better in the long run than the standard cotton fare.

Of course, team gear and school deals take a business only so far. Under Armour's first big-box coup came in 2000, when Galyan's, a large retail chain eventually bought out by Dick's Sporting Goods (**DKS**), signed on. Others followed. Today almost 30% of Under Armour's sales come from Dick's (19%) and the Sports Authority (9%).

In contrast to Nike's deification of the individual, UA's brand identity was always all about the team. The company continued to expand, moving into jerseys and accessories such as hats and socks. In 2004, Under Armour became the outfitter of the University of Maryland football team -- Plank's



Under Armour's unusual uniforms have gotten lots of attention - not all of it favorable. Here, the left and right sides of a new Maryland look.

home squad -- and by 2008 provided not just every sports team's uniform but all apparel for the school store. The company now has all-school deals with 10 Division 1 schools, including Auburn University and Boston College. Though those deals don't bring in big bucks, they deliver brand visibility, especially when a school has a star like Auburn's Cam Newton, who has stayed with Under Armour even after going pro.

Last January, when Auburn played Oregon, Nike's flagship school, in the BCS National Championship game, it was branded as an Under Armour vs. Nike battle. (Auburn won.) No longer a gadfly, Under Armour had become part of the sports establishment.

Keeping to his roots

By 1998, Under Armour had moved out of Grandma's house and onto Sharp Street in Baltimore. The hardscrabble city was a good fit with UA and its Maryland roots. "This is a hard-working, gritty town," says Henry Stafford, senior vice president of apparel. "The DNA of this town is part of what has built Under Armour." When the company needed its own digs -- a literal home court -- the obvious choice was to stay in "Smalltimore," as some call it affectionately. In 2002, UA moved to the 400,000-square-foot Tide Point complex that once housed Procter & Gamble's (**PG**) detergent factory. It kept the original building names like Cheer and Joy -- which work just as well with a sports company.



Under Armour's Baltimore headquarters are at Tide Point, once Procter & Gamble's detergent factory.

Today the Baltimore headquarters is a cartoonishly faithful representation of the image Under Armour cultivated in its first TV ad in 2003, which showed Plank's former Maryland teammate and Dallas Cowboys tackle Eric Ogbogu shouting, "We must protect this house!" Chiseled men and women work out in the parking lot, looking as though they're trying to reenact the commercial. They're stretching with huge ropes, or pushing weight trolleys along the concrete. When a taxi pulls up, one intense employee runs by, hunched over and huffing as he pushes a stack of weights on wheels, and bellows to the driver, "Thanks for getting in my way, dude."

Inside the complex, in a large, mostly empty office, sits Plank, who still comes off as the jock he once was. "We have a young, beautiful workforce," he brags. "These were the cool kids in school." Unfettered, Plank can sound a bit like a frat guy facing down an empty keg. He rants about the discomforts of a suit and tie and rails about staying fit: "We need to stop making wide-body seats on airplanes, stop accommodating that, because it's not healthy."

Plank talks like that because he wants to link his brand with health. In the employee café, menu items are color-coded: Green foods are "go!" while red foods (burgers, fries) signal a "whoa." The staff calls the headquarters the "campus" and co-workers "teammates." Indeed, one employee, Erin Wendell, says, "Working here is like being part of a sports team."

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If the company is like a sports team, it's one that often disregards league procedure. In 2005, when UA was preparing to go public, Plank met with a group from Goldman Sachs (GS). Wayne Marino, CFO at the time, recalls that the finance people told Plank not to bring any video or products to its roadshow, reasoning that investors wanted hard numbers, not a hammy demonstration. After the meeting, Plank immediately told his team, "Guys, I want an unbelievable video made." It worked: The stock jumped 94% on the day of its IPO.

Plank is also savvy enough to recognize a good attention-getting opportunity -- even if some of it is negative. In September the Maryland football team trotted out in brand-new Under Armour uniforms. The first of 32 combinations the team will don this season, it used the state flag prominently on the helmet and shoulders and made players look to some like chess pieces. The new duds elicited a heated response from the likes of Nike poster boy LeBron James, who tweeted, "OH GOSH! Maryland uniforms #Ewwwww!" A headline on Deadspin.com read MARYLAND FOOTBALL PLAYERS WILL DRESS IN WHATEVER CLOWN SUIT UNDER ARMOUR TELLS THEM TO. "This company has got the world talking," Plank defiantly declared at the town hall. He knows he'll need the world talking even more if he wants to match the juggernaut that is Nike.

Big shoes to fill

Sports giant Nike is Under Armour's greatest rival, with 7% of the U.S. sports apparel market, compared with less than 3% for UA, according to Sporting Goods Intelligence (SGI). You wouldn't know that by talking to Under Armour execs, who recite a polished spiel about how little Nike enters into decision-making. "We don't tell a 17-year-old kid that Nike sucks," Plank says, "because the fact of the matter is, Nike doesn't suck. They're actually very good at what they do. And the kid has a wonderful relationship with them."

Adam Baker, who worked in apparel at both companies, says the Goliath is well aware of Under Armour's potential, and even had someone on staff, while he worked there in 2003, whose job was to watch its every move. Nike denies that such a position exists today. Leaving Nike for Under Armour as he did, Baker says, was seen as going to "the dark side."

Under Armour has a long way to go to match **Nike's global reach**. Just 6% of revenue comes from abroad, compared with over 60% for Nike. Under Armour has done well in Japan but is barely present in growth areas like China, Brazil, and India. And in footwear, which UA entered in 2006, shoes make up 12% of revenue, but just 1% of the \$14 billion U.S. athletic footwear pie, says SGI. Nike's share is over 42%; Adidas Group's, 11%.

What Plank has failed to do, so far, is make the shoes as compelling as the clothes. In last March's PSAL Boys basketball game at Madison Square Garden in New York City, both teams wore Under Armour's new hoops shoes. Plank believes the kicks went over well, but admits, "When they walked into the locker room [to change], they threw on their Jordans. And that's okay. We're going to get there." Matt Powell, a sneaker expert for Sports One Source, believes him. "With its new line of sneakers, I finally feel like Under Armour has a voice and point of view," he says, noting that footwear sales were up 27% in September over the previous year.



Women's clothing has been another challenge. Although Under Armour started selling it in 2004, it makes up just over 25% of UA's total apparel sales, and competition is tough, especially from fast-growing female brands like **Lululemon Athletica** (**LULU**). UA will need to court active young women like Courtney Fallon, a 2009 Maryland grad, now a sports reporter in Providence. Fallon says Under Armour had a huge presence on campus and appealed to her as a student, but her "closet is full of Lululemon now."

Perhaps one reason Under Armour has had trouble marketing to women is its own corporate makeup, which has a boys' club feel to it. There are zero women on either UA's board of directors or its senior executive team (Nike has two on its board and two on the top executive team). Marino, who stepped down as COO in September, acknowledges the problem but defends the board, saying, "I think it is diverse, from a knowledge point of view. We have lawyers, CEOs of software companies ..." That would be great -- if lawyers and geeks were the target market.

Scribbled on a board in Plank's office are some inspirational quotes. Says one: "Best merchants are the ones who dictate cool, not those who try to predict it!" That is Under Armour's challenge. It revolutionized compression gear, but today everyone sells that. Now what? Over the doors of the company's product design offices is a mantra in large lettering: WE HAVE NOT YET BUILT OUR DEFINING PRODUCT.

Plank knows his company is still young. His favored analogy is that Under Armour, at 16, is not unlike a 16-year-old. "It's a good kid, but still screws up sometimes." By 21, he reasons, the kid will be more mature.

The same may be true of Plank, who has managed to stay in charge as Under Armour has gone from startup to established company -- not to mention a growth engine in a very depressed area. Of Under Armour's 4,500 employees, 2,000 work in the Baltimore metro area -- a huge boost to the local economy. This year the company spent \$62.6 million to purchase the full Tide Point complex, and it will soon build a 20,000-square-foot retail store there.

What makes Plank a leader for today is his ultimate lesson that what seems impossible may not be. "There's an entrepreneur right now, scared to death," he says, "making excuses, saying, 'It's not the right time just yet.' There's no such

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thing as a good time. I started an apparel-manufacturing business in the tech-boom years. I mean, come on. Get out of your garage and go take a chance, and start your business." If you're looking for a city to represent, Baltimore is taken. But you could try Dayton, or Jackson, or Harrisburg ...

This article is from the November 7, 2011 issue of Fortune.

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DECEMBER 2004





AN EX-COLLEGE BALLER HAS THRHED SDAKED I SHIRTS INTO ONE NATION, UNDER ARMOUR
PHOTOGRAPHS BY BAVIO YELLEN

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SWEAT EQUITY

Kevin Plank likes to tell stories. Likes to so much that one of the four credos of his multimillion-dollar company is "Tell a GREAT story."

His favorite? The one that comes closest to telling you all you need to know about Plank, about Planks company and about the sports business revolution that's taking place in a revamped warehouse on the Baltimore waterfront? Like most of Plank's stories, it starts with an athlete, Jeff Conine of the Florida Martins. It's three hours before a 2003 NLCS game at Wrigley, and Conine is cold. He leaves the clubhouse, walks five blocks to a sporting goods store and throws down \$50 of his own hand-earned for a long-sleeve undershirt. Walks back to the clubhouse, and because he knows displaying unlicensed logos is against MLB rules, has the equipment manager blot out the unapproved mark. Takes the field. The hidden logo: Under Armour.

Under Armour is hot, and cool, and any other weather-related adjective connoting consumer-culture hipness. So wet, in fact, that pro athletes not only pay to wear the products but have endorsed them without demanding compensation.

It's hip in a grassroots, I-was-there-at-thebeginning way, with the devotees—a huge number of them youth and high school athletes—treating their gear like the garage-band recordings and underground mix tapes of their favorite acts. The brand's ascendance from niche company to popculture symbol is the type of legend that hasn't hit the sporting-goods scene since a guy named Phil Knight and a company called Nike started making goofy-looking, waffle-soled running shoes in fictional football team. A newlywed in South Carolina sent a video e-mail to UA's marketing department, depicting him and his groomsmen surrounding his bride at the reception, reenacting a scene from the commercial, and telling the young lady they will protect her house. (Whether it was meant figuratively or literally, the groomsmen didn't say. Probably dependent on the neighborhood.) Pro athletes routinely call Marcus Stephens, Under Armour's creative

"THAT'S THE IRONY," PLANK SAYS. "GETTING BIG, TOUGH FOOTBALL PLAYERS TO WEAR WOMEN'S LINGERIE."

Eugene, Ore., in 1974. Just like Nike, and just as the legendary Knight has announced he is stepping down as CEO. Under Armour seems ready, willing and able to influence young minds through product, advertising (their ads appear in this magazine, as well as several others) and, of course, stories.

Plank, the 32-year-old founder and president, describes second-graders, unprompted, chanting his company's over-the-top motto ("We must protect this house!") during a recess dodgeball game at a Maryland elementary school. He talks about taking calls from Roger Clemens, who likes Under Armour so much that he personally places orders to outfit his four sons' sports teams. The company's electronic sales pitch to retailers includes footage of Letterman screaming that he will, indeed, protect his house on Late Night, and Oprah reciting the advertising slogan, a bit more calmly, in the afternoon,

A Notre Dame chaplain requested a copy of the "Protect This House" ad so he could write a pregame speech based on the words spoken by Maryland's Ralph Friedgen, who plays the coach of Under Armour's

Plank's company appeals to athletes who long to get in on the ground floor of a hot brand. director, asking to be in the next commercial.

All of this fuss over expensive ... underwear?
As the story goes, Plank was a special-teams captain at Maryland in the early 1990s. Disgusted with having to change out of a sweat-soaked, heavy cotton T-shirt two or three times a practice, Plank figured there had to be a better way. After he finished playing in 1995, he set out with a modest goal: create a lighter, tighter, drier shirt to wear under football pads, something approximating the fit and feel of the bicycle-style shorts he wore under his pants. He went armed with \$40,000 in credit and \$20,000 in cash from two previous business ventures: selling T-shirts at concerts in high school and selling roses at Maryland.

He drove his Ford Explorer to New York's garment district, where he told suppliers and manufactures his dream of making a synthetic shirt that would wick moisture, fit snug against the body and weigh next to nothing. "You have a pattern?" one asked, to which Flank replied, "No, what's a pattern?" Some were patient with the wide-eyed 23-year-old. Some were not. But eventually, Plank left New York with a prototype.

An artistic friend designed the logo, and the name ... well, Plank likes this tale, too. He planned to call the company Body Armour, until a friend at the patent and trademark office ran the name and uncovered too many obstacles, including, predictably, a New Jersey auto-body shop. This was a setback. Body Armour seemed to be the only way to describe his product. Depressed and out of options, he arrived at his brother Bill's office one day to pick him up for lunch. Filling the vital role of obnoxious elder sibling, Bill struck Kevin with a sarcastic jab: "How's that company of yours doing? What do you call it, Under Armour?"

Comic-strip lightbulbs went off in Kevin's head. He looked at Bill and said, "Under Armour!... you know what? I can't go to lunch. I've got something to do." He went back to his car, drove to the patent and trademark office and filed the paperwork. Just another funky, unplanned, profitable







SWEAT EQUITY

step in the annals of modern business.

Plank's business life is heavily influenced by his sports career. Drawing on his experience in locker rooms, he targeted college equipment managers instead of athletic directors and undversity presidents. He asked the Maryland equipment manager if he had authority to buy undershirts; he discovered that many Division I-A equipment managers have a budget in the neighborhood of \$300,000 to



As a Terp (left), Plank came up with the idea. As a businessman, he's never forgotten his Maryland roots.

buy everything from helmets to socks.

Packing his light polyester and Lycra prototypes into his Explorer, he drove south, through the heat-drenched ACC. Along the way, he employed a little psychology. He knew that equipment managers spend their days being ordered around and harassed, when they're not being outnight abused. He marketed to them, speaking their language and giving them the respect they don't always expect. (Under Armour still throws a lavish party for equipment managers at their annual convention.) Tom Conner of Georgia Tech made the first significant Under Armour purchase, in 1996, somewhere between \$7,000 and \$8,000

Conner started laughing, "You're lying."
Plank was dead serious, "No, I'm not."
Now, says Conner, "Look at them; they're an

empire."

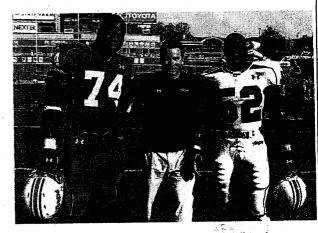
Plank's sales pitch overtame a slight misgiving. "We were trying to convince these football players to wear glorified lingerie," he says, chuckling. "That's the irony—getting these big, tough football players to wear women's lingerie on their upper body. It might have had a masculine cut and a bold logo, but for the most part it was still lingerie." Yet he's found that men are flexible when it comes to fabric. "It just feels so good on the body," says A's pitcher Barry Zito, an Under Armour devoke and occasional pitchunan.

From the beginning, Plank called in his personal connections, not only from Maryland but also from Fock Union (Va.) Military Arademy, where he spent a year playing football and learning not to be funcklehead (his word) after high school. The inspiration for Under Armour's first motto, the short-lived and long-forgotten "Tite but Nice," was

money, but he asked a simple favor: wear this shirt, and if you like it, tell the guys in the lockers next to you. Repeat as necessary.

This type of grassroots networking, called "viral marketing" in the business, is a hallowed subject in the Under Armour corporate culture. One of the first players to spread the word was former Maryland and current Dallas defensive end Eric Ogbogu, "the Under Armour guy" who leads the fictional football team's tribal stoganeering.

Ogbogu (pronounced Uh-BAH-goo) is far better known for this role than for his eight-year NTL career. As he walks off the practice field, Cowboy defensive coordinator Mile Zimmer often tells him, "Let me hear it." That's Ogbogu's cue to let loose with the slogan. Ogbogu went to see a friend's son play high school football recently, and arrived just in time to see the team gather on the sideline and do their own rendition of "Protect This House." True-to-life mannequins of Ogbogu's 64". 269-pound body, made at a Hollywood body-cast shop, are everywhere in the



PLANK ASKED EX-TEAMMATES A SIMPLE FAVOR: WEAR THIS SHIRT, AND IF YOU LIKE IT, TELL THE GUYS NEXT TO YOU.

worth, and Plank was on his way.

Conner loved the product—it cut down drying time, for one—but he assumed he was buying from an established company looking to expand its reach. A year later, he met Plank to place another order. "Thanks, Tom," Plank said. "You were the first guy to believe in me." a former player at Maryland, an offensive tackle named O'Neil Glenn who would admire himself in front of a mirror before games and finally proclaim, "I feel tight—but nice."

Thirteen of Plank's teammates from Fork Union, including Eddie George, played or are playing in the NFL. Plank never hit up his ex-teammates for Under Armour offices. They call these muscled forms the Big E, and the hulks lurk around every corner, like statues in a church.

Under Armour uses LaVar Arrington, Mark Prior and Zito as endorsers, but there are no high-profile, Jordanesque pitchmen who could overshadow the product. "How realistic is ti if you're paying someone to feel a certain way?" Plank asks.

Professional skier and former Colorado football player Jeremy Bloom was one of Under Armour's first athletes, using the product as a pro freestyler before he entered college. Other athletes have SWEAT EQUITY



plugged the stuff in exchange for a donation to charity. "Athletes have endorsed Under Armour for nothing," Bloom says. "It's like you're in the family if you wear it. You're in on something."

Any parent of an athletic kid knows the powerful lure of the brand. It might be lost on Mom or Dad, but Junior's in on it. Watch a high school football game, and it seems half the players on the



field are wearing at least \$100 worth of UA gear—socks, undershirt, gloves, skull cap. The youth-market emphasis gets back to personal experience for Plank, the youngest of five boys. "I know there's always a little kid out there who wants to look like his big brother."

Need numerical evidence of Under Armour's influence? The company began selling football gloves this year, and claims it immediately captured 23% of the market. Sales for all football gloves, regardless of brand, shot up more than 30% after UA introduced its line.

Nike and Reebok have developed lines of performance clothing to compete with UAS "compression wear." but Under Armour's 70% plus market share would make Microsoft proud. Georgia Tech is still wearing cold-weather shirts it bought eight years ago.

The brand's popularity wreaks havoc with some schools' "exclusive" supplier deals. "When players spend their own money they buy Under Armour," says one D1-A equipment manager. UA salespeople return to Baltimore with stories of travels to

non-Under Armour universities, where they often hear players tell equipment managers, "Get me one of those Nike Under Armour shirts."

In jeans and a company sweatshirt. Plank's fratboy looks are hardened by eyes that narrow once he becomes engaged in a subject. "He's dedicated, and he always had something working," Ogbogu says. "Even in college, he could sell you anything." Plank acknowledges his improbable rise, but he's over the look-how-young-he-is phase of success. What few people understand is the work it took to create the apparent lightning-quick fortune.

The company's first headquarters was a Georgetown row house left to Mank by his grandmother. He stored and shipped out of the basement, and jokes that he would answer the friend he didn't think customers wanted to receive premium clothing delivered that way.

This was back before he hit it big, before he created another break by getting his clothing in Oliver Stone's Any Given Sunday, back when he was idealistically telling anyone who'd listen that every kid in America would eventually wear his "shirt under football pads." Even back in Grandma's basement," Plank says, "I never thought it couldn't happen." If you can follow the bouncing logic, Plank's next statement—"I was just smart enough to be dumb enough not to realize what wasn't possible"—makes nearly perfect sense.

possible —makes heary perient select.

The popularity comes despite pricing that seems, well, steep. Long-sleeve ColdGear shirts run as high as \$60, but Plank unapologetically says he's

"EVEN BACK IN GRANDMA'S BASEMENT," PLANK SAYS, "I NEVER THOUGHT IT WOULDN'T HAPPEN."



Brothers in Armour: Colorado's Bloom (left) and Cowboy Ogbogu.

phone with an authoritative "Under Armour." When someone would ask for Kevin Plank he'd say, "Hold on, let me see if he's free."

He enlisted the help of former Maryland All-America lacrosse player Kip Fulks, now an Under Armour partner, to keep up with the orders. One day he saw Fulks licking a No. 10 envelope and slapping on a stamp. Fulks said experimentation had led him to discover that a shirt, rolled just so, could fit in a business-size envelope, thereby seving on shipping costs. Plank gently told his

producing a premium product. The fact that Under Armour will exceed \$200 million in revenue is testament to America's trading-up philosophy, which has made the world safe for \$5 mochas and \$100,000 Hummers. But at a sporting goods store in Portland, Plarik watched a single mother with two young boys stand in front of an Under Armour rack and get pestered by her older son. He really wanted a shirt, but she recoiled when she saw the \$30 tag. "That killed me," Plank says. "I want her to be able to buy that shirt." Next year, UA plans to offer a performance shirt in the \$20 range.

There's a bouncy corporate culture at UA headquarters, with cheery employees talking of "brand authenticity" and teamwork with cultish zeal. From Plank down, the movers and shakers are young, ridiculously so for an established

company. The median age, it seems, is roughly 12. Raphael Peck, UA's vice president of apparel, cites a hypothetical example of the corporate philosophy. "Under Armour would never run an ad with a single skinny person running down the street with the line, "There is no finish line." What would Under Armour do? Peck grins as he envisions the scene in his head. "Us? We'd show a group of 220-pound guys on a training run with the words, "Lions hunt in packs."

Makes sense. Lions, after all, are cool. But there's nothing cool or hot or trendy about a lonely runner. There's no story there. Besides, loneliness raises an existential question: is an empty house even worth protecting?

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Under Armour Unveils Its New Products For 2013, With A Little Help From Arian Foster And Gina Carano

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Under Armour founder and chief executive, <u>Kevin Plank</u>, has never been one for doing things <u>subtly</u>.

In a chic art space on Mulberry Street in <u>New York</u> City's Little <u>Italy</u>—amongst a gaggle of journalists, PR folks and a handful of Under Armour "suits" wearing the UA logo lapel pins just where presidential candidates place their American flags—Plank unveiled

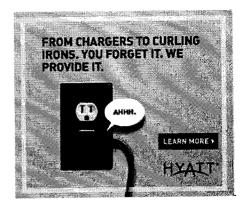


Bryce Harper, Under Armour endorser

some new products for his 17-year old company. He did so with the help of loud pop music (featuring the tunes of Bruno Mars, Keisha and Ne-Yo) and some very well-produced video spots that featured some of Under Armour's athletes—like Arian Foster, Michael Phelps, Bryce Harper, Buster Posey, Tom Brady—and a brief cameo of President Obama watching a basketball game from the stands wearing, you guessed it, an Under Armour pullover.



Plank, 40, stood on stage, dressed in jeans and a jacket, and re-told the Under Armour story: Two guys (Plank and his friend and company COO, Kip Fulks) working day and night in the basement of Plank's grandmother's house, stitching and shipping their groundbreaking tight-fitting and sweat-wicking shirts. Plank enjoys telling this story, and it is one that grows sweeter for him each year. Revenues for the company in 1996 were \$17,000. In



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Under Armour CEO Kevin Plank And His Underdog Horse Farm

Monte Burke Forbes Staff 2012, Under Armour reached the \$1.8 billion mark, New Posts Most Popular Lists Video a 25% jump in top line growth from 2011 (That's on top of 38% revenue growth in 2011 over 2010). The stock price has sagged a bit from its \$60 high in September to \$49 today, but the company remains the underdog on the come, and one that Nike executives are undoubtedly watching carefully. Plank couldn't help but mention the Super Bowl-

winning Baltimore Ravens, a victory for his company's underdog city and his company. (Twenty Ravens wore Under Armour this year, including the now-retired Ray Lewis.)

The first item Plank introduced wasn't a product after all, but a place where Under Armour will display its goods. This Saturday, on the harbor in Baltimore, the company will open what it calls its "Brand House," an 8,000-square foot showcase for its latest and greatest sportswear and shoes. The store will feature 74 life-sized, fully-outfitted mannequins that "will tell the athlete how to dress," says Plank.

Then came Fulks, an avid crack-of-dawn deer hunter, to talk about Infrared, part of Under Armour's innovative ColdGear line. The new outerwear features the same ceramic powder used on stealth bombers to shield and disseminate heat and thus remain, well, stealth. Fulks says it will re-circulate heat around your body.

Next it was Dave Dombrow's turn to talk about shoes. The senior creative director says the company will be expanding on its Spine line of running shoes (\$90), and on its vintage-looking \$130 high top cleats (which bring to mind the famous shoes of a famous Baltimore Colt, Johnny Unitas). Dombrow hinted at a new shoe that the company will unveil this summer, one that he says will "clothe your feet," and one that was not manufactured at a shoe factory. An image of the new shoe, which looks a bit like it's covered with neon alligator skin, popped onto the back screen for a brief two seconds. That's all we got.

Then Plank and Fulks took turns introducing a device they both said will change the way athletes—and the rest of us—train: Armour39, a digital training monitor (\$150), which will be available in late March. A chest strap, implanted with a tiny computer, will monitor your workout, sending the information, via the cloud, to either your mobile device or an Under Armour watch (\$190). The data



Kevin Plank

collected will include heart-rate and duration of workout. But, Plank says, the biggest and newest thing it will do is track your willpower, that is, how hard you really worked out, using a combination of your heart rate, intensity and the workout's length. "Someday, we'll have this in a shirt," says Fulks. The device seems like a good fit for Under Armour. After all, why'd you buy all of those performance shirts in the first place?

I write about the world of sports and business. I also do some editing and he sports and business. I also do some editing and he sports been been been magazine. I've written profiles of Robert Kraft, Nick Saban, John Malone and George H.W. Bush, among others. My most recent book is "4th and Goal" (Grand Central Publishing), about former TD Ameritrade CEO Joe Moglia's return to coaching football. I am also the author of "Sowbelly. The Obsessive Quest for the World Record Largemouth

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An hour into the show, Arian Foster, the Houston Texans running back, and Gina Carano, the former MMA bombshell-turned-Hollywood actress, joined Plank to talk about the company and Armour39. Foster is stocky and powerfully-built through the trunk area. I wondered how many others in the audience felt as I did seeing him on stage, a real life fantasy stat come to life. (This is what fantasy football has wrought). Foster was well-spoken, fitting for a lover, and writer, of poetry.

Carano was in all black, and claimed to be more nervous on stage than she is while filming in Hollywood. She has two movies coming out, "In the Blood" and "Fast and Furious 6," and she says she does all of her stunts, including jumping from building top to building top.

Plank ended it all by showing the company's new ad campaign, entitled "I Will." It's in some ways an echoing answer to the company's first big marketing hit, "Will You Protect This House?"

There must be, among rival companies like Columbia and even Nike, to a degree, a bit of jealousy regarding Under Armour and its founder. Plank just emits his brand's energy and its chip-on-the-shoulder vibe. It's served him, and Under Armour, very well.

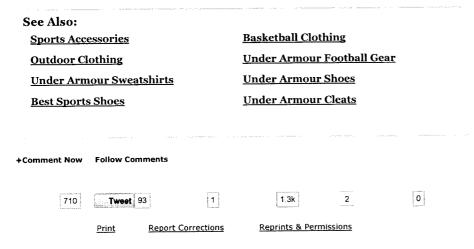
My book: "4th AND GOAL: One Man's Quest to Recapture His Dream."

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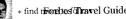












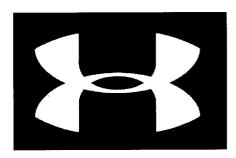
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President's Choice of Jacket at B-Ball Game Sparks Buzz

by Scott Van Camp | 07/17/2012

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There's something about President Obama and athletic sportswear maker **Under Armour**. On Monday night, July 16, the President and First Lady Michelle Obama—along with Vice President Joe Biden—showed up at the Verizon Center in Washington D.C. to watch the USA Olympic men's basketball team beat Brazil. Obama was wearing a dark blue Under Armour zip-up jacket.

This isn't the first time the President has sported a Under Armour product. In November 2011,

Obama wore custom-made Under Armour sneakers to one of his regular pick-up basketball games. Now, in today's world of social media, it isn't unusual for famous people with millions of Twitter followers to hawk products (for a price). But when a sitting president semi-regularly wears a company's logo, its bound to get attention.

As did another world figure back in 2006. Pope Benedict XVI made news then by wearing Serengetibranded sunglasses and brown walking shoes donated by Geox. It turns out that the founder of Geox was a friend of the Pope's spokesperson.

In this case, there's a plausible reason why Obama wears Under Armour: the company is a local (Maryland-based), small business success story—a story that Obama likely is happy to indirectly promote given the economy and the election year. The president's appearance with the jacket certainly gained attention. Google "Obama, Under Armour, USA Basketball" and you get 303,000 results. A post on the company's Facebook page said: "President Obama rockin' that Under gear at the USA vs. Brazil basketball game! Hey, at least he has good style!"

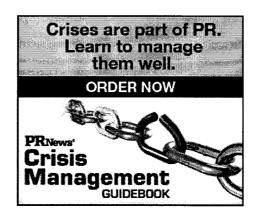
It remains to be seen if this executive product placement results in more sales for Under Armour. If anything, the president's fashion choice was good timing for Under Armour: An *Inc.* magazine article appearing Thursday, July 12 featured "4 Tips for Building a Mighty Brand" by Under Armour founder Kevin Plank—a solid media placement. Tip No. 4 is "Trust Mom." Plank's mother helped Plank get the company started by providing funds and introducing her son to key contacts.

If there was a Tip No. 5, it might be "Recruit the President."

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About Scott Van Camp

Scott Van Camp is editor of PR News, an executive-level, reader-supported publication that helps enhance the business impact of PR. Scott has a rich background in both journalism and PR/marketing. He has more than 15 years of experience as a writer/editor at various consumer and trade publications. Scott was with VNU Business Publications for five years, including stints as managing editor at IQ News and Technology Marketing magazines and senior editor at Brandweek. In the PR/marketing sphere, he has served as corporate communications manager at MarketBridge, a marketing and sales consultancy, and as editorial director for the Chief Marketing Officer (CMO) Council. While at the Council, Scott led several high-profile marketing research projects. He has also operated his own communications and media consulting firm, SVC Communications.

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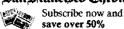
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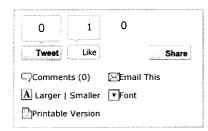
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How Under Armour has built business

Thomas Heath, Washington Post Published 4:00 am, Sunday, January 31, 2010



The Under Armour store in Annapolis Mall features a statue of "Big E," Eric Ogbogu, a former University of Maryland football player. Deals to outfit university sports teams are a crucial part of the company's battle to win customers from the established big guys. Illustrates UNDERARMOUR (category f), by Thomas Heath (c) 2010, The Washington Post. Moved Wednesday, Jan. 27, 2010. (MUST CREDIT: Washington Post photo by Bill O'Leary) Photo: Bill O'Leary, The Washington Post



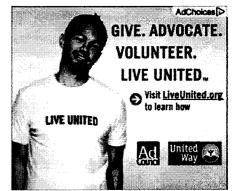
It is late afternoon on a Friday in September, and Kevin Plank is standing on the edge of the Auburn University football team's practice field, surrounded by top executives from Under Armour, the sports clothing and footwear company he invented.

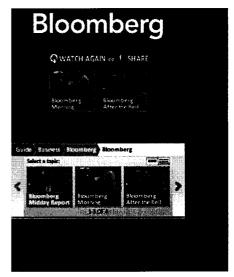
While the players drill for the next day's game against Mississippi State, Plank watches them intently. The Under Armour chairman is in his

element when he is close to football, the game that defines his business.

He pounds away on his cell phone, sending text messages and photos from the practice field back to headquarters in Baltimore. He has spotted a big problem with the Auburn team's practice shorts: The UA logo is at the top by the hip, obscured by the oversized shirts the players wear untucked.







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"You can NOT see any logo - I would move it to the bottom in the future!" he types. Then: "Let's get out to see this stuff!"

Such intensity is how the 37-year-old Plank built a worldwide business with 2,700 employees and revenue approaching \$1 billion. It is why he constantly flies around the world to sporting events. It's why he develops products, finds sports celebrities to promote them and seeks a bigger audience to buy them - from Europe to China. It's also why he pays universities such as Auburn to feature his products, the schools serving as both laboratory and showcase for Under Armour.

Plank works endlessly to give Under Armour an edge, and his deals to outfit university sports teams are a crucial part of his battle to win customers from the established big guys. Think Adidas, Reebok and Nike - especially Nike, which outfits more than 100 colleges, compared with Under Armour's 50 or so.

"You need to put your hands around the throat of your business, and you need to run it," he told a group of Auburn students earlier that day. "There's no other way."

Under Armour pays well over \$1 million a year - over several years - for the right to outfit the South Carolina football team. Nike does the same for the University of Florida and many other schools.

The idea of taking market share from Nike, as well as the other "big guys," is still a street fight. But even with some flubs, several analysts agree that the lucrative U.S. sports apparel/footwear market is inexorably becoming a duel between Nike and Under Armour.

"I don't know anyone who has stayed in Nike's crosshairs and lived to tell about it, and Nike has had UA in its crosshairs for the past four to five years," says John Horan, who publishes Sporting Goods Intelligence, an industry newsletter.

Steve Battista, a senior vice president, recounts how they turned Under Armour from a cash-starved brand into a legitimate Nike rival.

"We had skintight shorts and a shirt that made you look like a superhero," Battista says.

"You take a best athlete wearing a second-skin garment that looks like he just stepped out of a comic book, and that trickles down to the kid playing Pop Warner football."

Plank's timing was perfect. Under Armour's young, rebellious generation wanted to set itself apart from its fathers and mothers, who grew up with Nike and Reebok. To keep the brand authentic, Under Armour started by selling its products only at independent sporting goods stores and chains such as Dick's and Modell's, where discriminating athletes shopped.

"Kevin sold a shirt to kids who played football and baseball and were very conservative," says Mike Jacobsen, editor of Team Insight, a New York sports industry trade magazine. "But by wearing Under Armour, the kids could be rebellious within the traditional team sports."

As much as Plank tries to set himself apart from Nike, he also has pulled a lesson or two from his foe's playbook, such as signing star athletes. Downhill skier Lindsey Vonn will wear Under Armour at the Winter Olympics in February, and Milwaukee Bucks rookie star Brandon Jennings is wearing the company's basketball shoe this season.

But Plank has also had a few missteps. Last year, Under Armour pursued a relationship with Lance Stephenson, a highly regarded basketball player being recruited by the University of Maryland, where Plank is a generous donor and member of the board of trustees.

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The appearance of Plank - a representative of the school - attempting to forge a relationship that could one day benefit a recruit raised eyebrows in NCAA recruiting circles. Stephenson went to the University of Cincinnati, an Adidas school.

The Death of the PC

The days of paying for costly software upgrades are numbered. The PC will soon be obsolete. And BusinessWeek reports 70% of Americans are already using the technology that will replace it. Merrill Lynch calls it "a \$160 billion tsunami." Computing giants including IBM, Yahoo!, and Amazon are racing to be the first to cash in on this PC-killing revolution. Yet, a small group of little-known companies have a huge head start. Get the full details on these companies, and the technology that is destroying the PC, in a free video from The Motley Fool. Enter your email address below to view this stunning video.

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Under Armour bedevils the big boys. By Cara Griffin

David and

or a bunch of tough guys, the sporting goods industry and Under Armour sure are engaged in a big giant lovefest at the moment.

"If you listen to the sporting goods industry conference calls, it is almost like there is an Under Armour fan club out there." says John Shanley, senior analyst with Susquehanna International Group. "You don't hear retailers singing the praises of vendors that often, but these guys deserve it."

Just last month, Dick's Sporting Goods reported to analysts that Under Armour is a major sales driver and that a hefty order had been placed to ensure that Galyan's would be well-stocked on the brand, as well. Hibbett Sporting Goods stated that Under Armour sales at the chain are still on the upswing. G.I. Joe's just honored the brand with a wender award. The list zoes on.

with a vendor award. The list goes on.

It's not breaking news that Under Armour is the industry's darling. The brand has been lauded as a shining star for several years running now. And deservedly so. Sales at retail continue to build, and the company itself has grown, on average, 250 percent per year since its inception in 1996. Under Armour exceeded \$115 million in sales last year. The management team—led by company founder and president Kevin Plank, 32—is uniformly described by retail partners as an honest and hardworking bunch of guys.

Goliath

Nike is clearly going after

apparel and footwear.

that segment because it is in their

in every area of performance

mandate to be the dominant player

-John Shanley, SIG

Sounds pretty lovey dovey so far, right? It gets better. In this era of brand and retail consolidation, of big guy squashing little guy sagas, the real spine tingler in the Under Armour story is the fact that these guys have cornered a part of the market—performance sports apparel—that the big boys normally control. Which brings us to the milliondollar question.

Who in their right mind wouldn't love these guys? Well, somehow we doubt that Phil Knight has a photo of Kevin Plank in a sweetheart frame by his

bedside. In fact, we can't confirm this with the Nike founder and CEO because Nike declined to speak to us altogether on the topic of competition. But we're willing to bet that the framed photo is more likely covered with darts than hearts. Love

darts than hearts. Love songs, we have heard, are not being piped through the internal sound system at the Beaverton HQ. But rest assured. Under Armour is on the Swoosh's radar screen in a big way.

"Nike is clearly going after that segment because it is in their mandate to be the dominant player in every area of performance apparel and footwear," says Shanley. "They have made some different attempts at it without 100 much success." It may seem ridiculous that a \$12 billion behemoth would be worried about a little \$115 million gnat. And neither brand is publicly throwing any verbal stones. But there is certainly a battle going on, and it is being waged the old-fashioned way; on the sporting goods retail field of play.

way: on the sporting goods retail field of play.

The first stone thrown by Under Armour that caused a ripple in the industry was when the brand landed in the Eastbay catalog and became that retailer's fastest-selling softgood product ever in 1999. Under Armour built on the success,

built on the success, increasing brand awareness by supplying the apparel, with its distinctive logo and tight-fitting look, to college and pro football teams before expanding into the NHL and MLB, as well. By 2001, the brand had 2,500 retail accounts and today,

it is available in more than 5,000 retail locations

Under Armour did not invent compression apparel, but the MD-based company was the first to effectively market it as a must-have item, and the brand created a solid and still-growing demand for the category among consumers. In the process of creating the niche, Under Armour has filled it effectively enough that even Nike is having trouble breaking in.

"Being first to market is a tremendous advantage," says Plank. "And as others have entered that market, our focus hasn't really changed. People see that our brand is pretty authentic and we have developed the brand name in this category and people associate us with it very strongly. That is an advantage. We can't control what the other guys do."

In addition to creating the initial demand for the product, the brand's strength also lies in the fact that the product has not strayed from its performance roots as sales have grown.

performance roots as sales have grown.

"First and foremost, it's been a focus on knowing who we are and what we do," says Plank. "You have to know you can't play the same game as the bigger players and you can't act like you have a big checkbook. You just have to focus on the product."

For retailers, seeing a brand develop, grow and continue to boost sales has been heartening. And the healthy competition has also been welcome.

"Nike is very important to us," says Jim Chick, owner of the CA-based chain Chick's Sporting Goods. "But we don't want Nike to inherit the earth. We don't want Adidas to inherit the earth. We don't want reaches to inherit the earth. For us.



Kevin Plank (left) is joined by MD governor Robert Ehrlich at the opening of Under Armour's

competition is good. It wakes everybody up. It is great to have people come in the door and ask for Nike, but it's great to have them ask for Under Armour, too.

In addition to the fact that Under Armour created the market demand for the compression apparel category, and has tremendous brand appeal at the moment, industry insiders say there is another reason that Nike has had trouble gaining share from Under Armour in the compression apparel market. Namely, the fact that Under Armour has developed mutually beneficial relationships with its retailers, and despite its massive growth, has continued to provide specialized service to its accounts.

"It is proving difficult for Nike to displace Under Armour in some of the markets because of the relationships Under Armour has with its retailers. says Shanley, who notes that due to its size, Nike is unable to offer the special treatment that the much smaller Under Armour showers on its partners.

"Our goal is to give retailers less reasons to look at other vendors," says Plank. "We just stay keyed in on what we do."

Still, Nike's Pro Compression apparel is on the shelves of many retailers who carry Under Armour. Some carry Reebok's compression line of NFL Equipment apparel, too. Yet Under Armour still accounts for upwards of 70 percent of compression apparel sales at sporting goods retail.

"I think at some point if Nike wants to own this category they will have to buy Under Armour," says David Matthews, a buyer at G.I. Joe's. "Nike has been telling me for 12 months that they are focusing on the category, and their number one focus is to market Pro Compression. But we sell Nike Pro and it hasn't slowed Under Armour's sales at all."

Retailers say that despite their efforts to label "compression apparel," customers the category "compression apparel," customers invariably refer to the product simply as "Under Armour" apparel. The brand name appeal means that the apparel virtually sells itself and is never on the sale rack.

"We sell two brands in compression: Nike Pro and Under Armour," says John DeMaria, senior buyer at PA-based Schuylkill Valley Sports. "Nike is a very important player for us across the board obviously, but the brand of choice in this particular category is Under Armour. If we had to sell just [Under Armour] in compression, they could support it without a problem. We get very little to no resistance with Under Armour as far as price. It is a full-margin item.

The industry's history is filled with hotshot brands that have crashed and burned, but industry execs insist that Under Armour's story is altogether different. The key to the company's continued growth is that it has not changed its focus. Under Armour came in as a serviceoriented vendor and has remained loyal to its partners. As the company has grown, it has kept its distribution clean, growing within existing accounts rather than opening up every door possible. In fact, Under Armour's decision nor to sell to Foot Locker may actually be one area in which the brand has left an opening for Nike.



"Nike does have a chance to grow its [compression] sales in Foot Locker because Under Armour won't sell to them because of the price promo issue," says Shanley. "And Nike could sell in the more general merch accounts. But Nike's first choice is to get those sales in the same accounts where Under Armour is."

Others believe that if Nike continues to throw dollars into marketing Nike Pro, Under Armour is bound to feel the heat eventually.

Another area where Under Armour has a chance to stumble is in its expansion of collections. The brand is best known among consumers for its men's HeatGear, ColdGear, TurfGear and LooseGear lines, but Under Armour is now making a mark in women's and kids' apparel, too.

But retailers say Under Armour's new steps have been solid. Chick notes that the initial women's apparel offering from Under Armour women's apparel oriening from Under Armour sold well, and that the new re-designed women's collection is selling even better. DeMaria reports that Schuylkill Valley Sports sees Under Armour kids' apparel as its biggest growth opportunity.

The next move for Under Armour, and perhaps

the most intriguing so far, is its new foray into team sports uniforms and licensed apparel-a market segment in which the nascent brand will be the one chasing Nike and the other big boys, rather than the other way around. Under Armour has entered the waters very carefully with a deal to supply uniforms for the University of Maryland's football team beginning this Fall. Plank is a Maryland alum and a former captain of the ACC ol's football team

"It is something that is very close to my heart," says Plank. "We will see what happens and we will learn if this is going to be a profitable business for us."

The Under Armour football uniforms are made of high-performance fabric and include stretch properties that add flexibility and maneuverability. The deal with Maryland also includes accessories and fan apparel such as jerseys, hats and jackets. Speaking to SGB after having just watched the Terps go through a late-August morning workout in new Under Armour apparel, Plank says the product is getting positive feedback from the target market he is most

concerned with: the players wearing it.
"This gives us the ability to learn a lot," says Plank.

Any guesses on who may like to do some of that teaching? 🖷

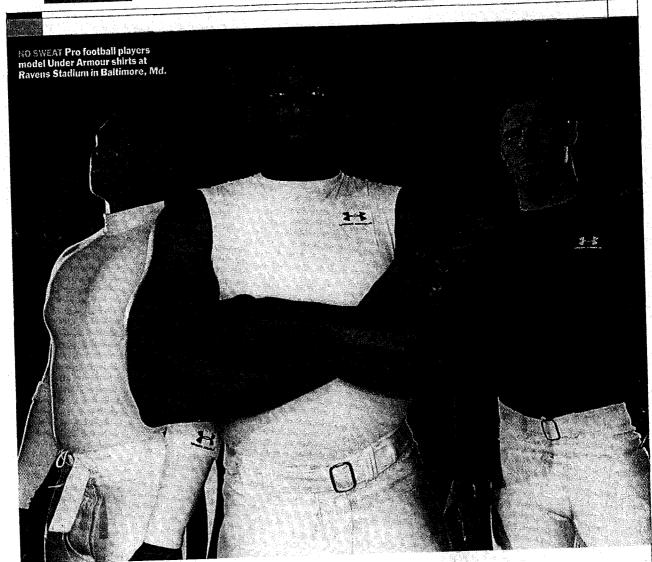
SEPTEMBER 2004 SGB 23

Please look behind the Arts section for bonus coverage of news and trends in the world of commerce FORMFITTING Under Armour's garments show muscle, not moisture High-Tech Underwear Serious athletes from kids to pros love the skintight, sweat-wicking garments made by Under Armour, a small Baltimore, Md., manufacturer— and big competitors like Nike and Reebok are getting into the game Lean and Green TIME'S Board of Technologists oxplores the latest trends and technologies for pollution control and energy efficiency and how they stand to affect your business and investments NORTH KOREA'S dictator is a nuclear menace. Why he may be more dangerous than Saddam



TIME

TIME BONUS SECTION INSIDE BUSINESS JANUARY 2003



Skivvies

They're what everyone's wearing this season. Here's why

By ELAINE SHANNON BALTIMORE

KEVIN PLANK DIDN'T SET OUT TO CREATE A cult around athletic underwear. He just wanted a comfortable T shirt to wear under his football pads, though he admits he was a bit obsessive about it. The result is a line of sweat-shedding sports clothing that more than doubled its annual sales in 2002,

SPORTS APPAREL

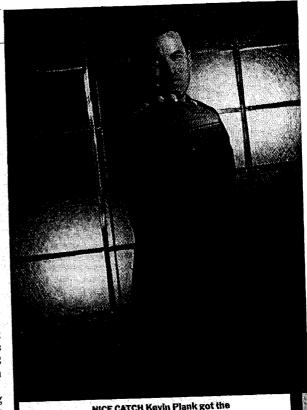
to \$55 million. It's called Under Armour, and athletes from pro football linebackers to kids who play in rec hockey leagues regard the skintight garments as cool-in every sense of the word.

Plank got the idea for Under Armour after eight of his football teammates at the University of Maryland landed in the hospital with heat exhaustion over a weekend of practice sessions in August 1995. Plank, a senior running back and business major, managed to avoid collapse but was bothered by his soggy cotton undershirt. The thing bunched and chafed under his pads, and when soaked with sweat, it added to the load on his back. "Being short and slow," he says, "I was looking for every ounce I could spare."

He searched sporting-goods stores, catalogs and the Internet for a synthetic shirt that would shed sweat as fast as the Lycra compression shorts he wore under his football pants. High-end specialists who sold gear for mountaineering and skiing offered pricey garments made with an inner layer of fabric that wicked perspiration away from the skin to an outer layer where it would evaporate. These clothes helped prevent hypothermia in extreme cold. But

up samples of athletic undershirts. He handed them out to fellow members of the Maryland football squad, who found them comfortable and edgy looking-and clamored for more. That told Plank he was onto something. His older brother Bill, an architect, contributed the macho name Under Armour, and an artist friend designed a sleekly minimalist logo. Working out of the basement of a house in Georgetown he'd inherited from his grandmother, Plank engaged a New York City garmentmaker to produce 500 T shirts that he called Heat Gear. He tossed them into the trunk of his car and drove to colleges in the East and the South. He made his first sale, for 200 shirts at \$12 apiece, to the football team at Georgia Tech.

The rest is marketing history. After booking sales of \$17,000 in 1996, Under



NICE CATCH Kevin Plank got the idea for Under Armour when he played for the University of Maryland

Under Armour's success is attracting competition from the big boys: Reebok and Nike

nobody made what Plank wanted: an affordable, featherweight, moisture-wicking T shirt-one that would fit skintight so it would lie flat under straps and pads.

As graduation neared, Plank, then 23, decided to explore the product niche he had identified. In March 1996, he bought some stretchy

lingerie material at a fabric store and had a tailor make Armour boosted that number to \$55 million in 2002. And on the basis of orders in hand from pro and amateur teams and select retail chains, Plank expects sales to roughly double in 2003. Special-forces troops buy the stuff, as do middle-school kids who wear it to class. Marty Hanaka, CEO of the Sports Authority, the nation's largest sportinggoods retailer, says demand for Under Armour has risen "exponentially" in most of its 204 stores. "There's a surge in participation in active sports by Generation Y and the kids of baby boomers," says Hanaka. "Under Armour's problem is go-

ing to be producing enough." But that's not its only challenge. Like most successful

EXPANDING THE **MARKET** Under Armour and rival Reebok want to sell not just to male athletes but to more women and kids too

upstarts, Under Armour faces growing competition from big established brands. Nike has launched a line of sweat-wicking clothing called Dri-FIT One. And Reebok is selling a similar line, called NFL Equipment, as part of a 10-year, \$250 million licensing deal with the National Football League. Meanwhile, Under Armour's image of insider cool will be strained as it tries to expand its market beyond committed sports enthusiasts. "It's been able to captivate the hard-core male athlete," says Marshal Cohen, co-president of market-research firm NPDFashionworld. "If there's a brand those athletes feel really helps them, boy, will they be loyal to that brand. But the broader you grow your business, the less of a fanatic the customer is. The casual user shifts from brand to brand."

Headquartered in renovated offices on the rundown waterfront of Baltimore, Md., Under Armour is privately held by Plank, 30, his mother, five brothers and two partners. Under Armour manufactures about half its gear in Honduras, Mexico and other countries in the Caribbean basin. Wages are higher in Baltimore, but



the company makes about half its goods there and in other U.S. cities to ensure rapid turnaround for key products. Under Armour ships 175,000 items a week, mostly shirts selling for \$25 to \$50 but also shorts, socks and headgear. All are made of various blends of polyester and Lycra. Most of the clothing is formfitting, but a new line called Loose Gear was added a few years ago for customers who aren't gym sculpted. (Nike's Dri-FIT line is a major competitor in this market segment.) New products in 2003 will include golf shirts, boxer shorts, briefs and women's team wear.

Under Armour's buyers include 101 major college-football teams, players from 28 NFL teams, Major League Baseball, the National Hockey League, Major League Soccer, the U.S. ski team, college and pro lacrosse teams and countless youth teams. Under

International. Under Armour "was one of the most requested apparel items for Christmas gifts for all genders and ages," says Kevin O'Dell, assistant manager of Galyan's sporting

goods in Gaithersburg, Md. "When Nike came out, it was all about the swoosh. Now it's Under Armour. If you watch any interview in a locker room, they're wearing Under Armour."

Giants slugger Barry Bonds, after a play-off game in which he smashed two homers that led his team to the World Series, lifted his jersey to display a black Under Armour shirt. He told reporters, "I'm not a superstitious person, but my son wears this brand, and he said, 'We've never lost a game when I wore this shirt,' so I put this shirt on." Washington Redskins linebacker LaVar Arrington, Chicago Cubs first baseman Eric Karros and other big names appear in Under Armour ads for free—or for a donation to their favorite charity. Yankees pitcher Roger Clemens met Plank in a bar during a Yankees-



field." After his initial sale at Georgia Tech in Atlanta, he maxed out his credit cards and hit up his mom and brothers for cash to set up a small production plant in Baltimore. That fall, Dave

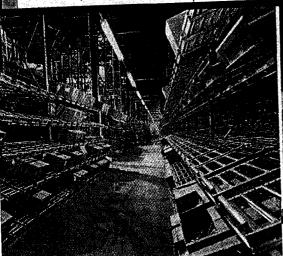
Campo, then equipment manager for the Atlanta Falcons, admired Georgia Tech's shirts and ordered 100—with long sleeves to protect his players' arms against burns from artificial turf. These were dubbed Turf Gear. Later, Plank got a call from his high school teammate Ryan Wood, then an assistant football coach at Arizona State University. The team needed thick undershirts for an away game against Washington State University. Plank found heavy wicking fabric and created Cold Gear.

Before long, Wood was a partner and vice president for sales at Under Armour. Kip Fulks, a former all-American lacrosse player at Maryland, tried on a shirt, then signed on as a partner and vice president for production. "It was like nothing I had worn before," says Fulks. "I knew it was going somewhere."

The company's big break came when director Oliver Stone used Under Armour in his football movie, Any Given Sunday. Stone called for a futuristic-looking jockstrap for Jamie Foxx to wear in a locker-room scene with Cameron Diaz. Plank had it stitched up, and seized the chance to plaster an Under Armour logo front and center. When the movie premiered in December 1999, Plank gambled his working capital to buy

his first ad, a half page in ESPN magazine. That and the buzz about Foxx's eyepopping jock brought \$500,000 in sales almost overnight and boosted the year's revenues to \$1.35 million. Plank, who had been getting by on only occasional \$250 paychecks, was so excited that he started paying himself a regular salary.

Plank knows he's still an underdog in the face of competition from the likes of Reebok, which he describes as "some pretty big people taking shots at us." One thing, though, is certain: he'll never let them see him sweat.



Armour has no military contracts, but a Navy SEAL reports that he and his comrades "pool our money and buy it out of our own pockets."

Under Armour's passionate following, achieved largely by word-of-mouth marketing, is the envy of the industry. "It's not so much marketing pizazz as the performance of the product" that accounts for its success, says Mike May, a spokesman for the Sporting Goods Manufacturers Association



HOME SEWN Under Armour has built manufacturing and shipping facilities near its headquarters in Baltimore

Orioles series and likes Under Armour so much that he, his wife and

four sons decked themselves in the shirts for a family Christmas card photo. Clemens stocks Under Armour shirts of varying weights and sometimes phones in design suggestions. "Someone in that company," Clemens says, "took the time to ask players what they really like."

When he started Under Armour, says Plank, "I decided to bypass athletic directors and go straight to equipment managers. They control what's on that

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SPORTS BIZ WITH DARREN ROVELL

Under Armour Wins The Cam Newton Marketing Race

Text Size

Published: Monday, 14 Feb 2011 | 9:59 AM ET

By: Darren Rovell

CNBC Sports Business Reporter

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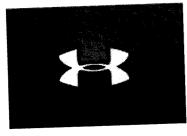
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The (War) Eagle has landed.

Former Auburn University Heisman Trophy winning quarterback Cam Newton has signed a shoe and apparel deal with Under Armour .



Under Armour

Terms were not disclosed, but according to sources this deal will be the largest deal ever given to an incoming NFL rookie, surpassing the \$1 million a year deal adidas gave to Reggie Bush in 2006 both in terms of annual guarantee and overall dollars. Sources said the deal seeks to capitalize on both Newton's fame in college and his future potential. Under Armour will unveil a whole collection of Cam Newton Auburn items, including jerseys with his name on the back, as well as football and training gear, including signature a signature shoe line.

Under Armour spokesperson Diane Pelkey would not confirm the signing and Newton's marketing agent, IMG's Carlos Fleming, also declined to comment on the deal.

The signing provides great consistency to Under Armour. Thanks to its deal with Auburn, and the school's national championship this season, Newton arguably became the most identifiable athlete of the brand in the company's 15-year history. He typically wore 17 Under Armour logos each Saturday during the season.

The battle for Newton came down to Under Armour versus Nike . Under Armour wanted Newton more, but it was a question as to whether Nike, which has more than 20 times the marketing budget of UA, wanted to pay up enough to use Newton as a part of leveraging its upcoming exclusive apparel deal. Ultimately, Under Armour was willing to put more guarantees behind Newton's marketing future.

Newton will be allowed to wear shoes with Under Armour logos on the field in the near future though his jersey will have Reebok logo on it. The brand will be the official apparel sponsor for next season and in 2012, Nike will take over for the next five years. Under Armour has combine rights in the near future and its players will be allowed to wear gloves with the interlocking UA starting in 2012. Newton does not wear gloves.

Nike is already blessed with riches in the NFL endorsement market. They have two of the most marketable quarterbacks in the league — neither of which they have used in advertising — in new Super Bowl champion Aaron Rodgers from the Green Bay Packers and the New York Jets' Mark Sanchez. The only player in this year's draft class that Nike has signed is former LSU cornerback Patrick Peterson, who is projected to be drafted among the top five players. Last year, the company signed Tim Tebow and Ndamukong Suh.

Under Armour picked up league MVP Tom Brady this season after his deal with Nike expired. The company also has Ray Lewis, Miles Austin and Anquan Boldin on its roster.

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The NFL Draft will take place on April 28-30, regardless of whether or not a new Collective Bargaining Agreement is in place. Newton is expected to be drafted in the Top 10. Today is Valentine's Day, which is a special day for Under Armour CEO Kevin Plank. Money from a Valentine's Day rose business became part of the initial seed money ot start Under Armour in 1996.

News of the signing could not have come at a better time. Shares of the company's stock closed at an all-time high of \$69.81 a share on Friday. The company is readying to introduce its first line of cotton apparel, called Charged Cotton, next month.

Questions? Comments? SportsBiz@cnbc.com

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Executive suite

Every Monday.

No sweat Idea for athletic geantales fimito io

By Barbara De Lollis USA TODAY

BALTIMORE — Nine years ago college, football player Keyin Plank grew first of thank and a recommendation of the found nothing better in store. The semior-year business major at 15 thiversity of Maryland made a exchanging Ts from stretchy womens linguist fabric, and gave them to friends. The illed the fast-drying lightweight material and gloves like fit. The discovery truck by planted Plank, now 32, into the big leagues of the \$3,400,000.

Cover a year sports appared business.

Plank's Uniter Armout

Plank's Under Attrough the company he started with a single shimmery. I shire tyle available only in black white or bay? now, employs 450 workers here and is on track for \$200 million in sales thus years to kelk about 300 products, from you have to lockstraps to skullcaps to seem page to lockstraps to skullcaps to seem asseball gioves. Products are made in a rambow of colors, even pink.

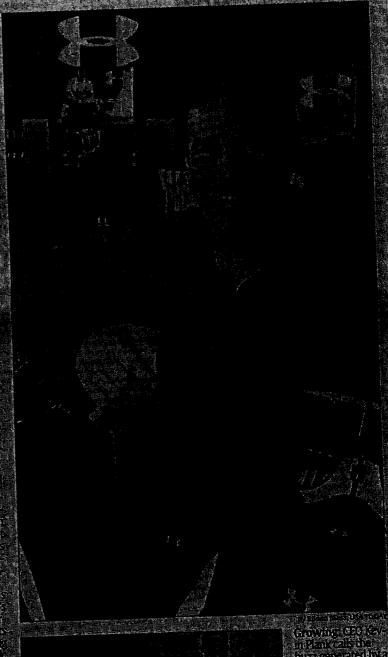
Started with savings and credit cards in the basement of Juss grandimother? Washington D.C. townhouse, Under Atmour is now a business whose product fit off display racks faster than anything comparable offered by Nilke or Regions despite their premium prices, retailer say, Boding well for the inture Inder Atmour has buzz at youth spous venue across the USA, stoked by craby matter ing and endorsements from high-profile athletes. Pickle items crave the understated "UA" logo and cool styles.

While giants such as Nike und Recholmer in search of their next great steal er. Plank was thinking about athletic underwar.

Plank's light-bullo concept: an undergranks

Plank's light-bulb concept; an under-shirt made from stretchy synthetic ma-terial that keeps its shape and color and

Please see COVER STORY next page







Keyin Plank Under Armour at money.usatoday.com

By Portest Stuart MacCortonck for USA TODAY

Athletes Changing shirts, changing fabries the control of the changing fabries the changing f

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The Washington Post

BU SERVISS

Monday, August 18, 2003

Refusing to Sweat It

U-Md. Football Player's Quest for Dry Apparel Builds a \$100 Million Market for Under Armour

> By CHARLES DURING Washington Fost Stoff Writer

In 1995, when Kevin Plank finally got tired of life sopping wet T-shirt, he walked off the University of Maryland football field and into a capitalist fairly tale.

Pisnin 23, the founder and chief executive of Baitimore based Toder Armour Performance Apparel, was used to

In collection tried out for the Hernani notical team at walk on and eventually once in special came teams to the eight of his teamstates were hospitalised with their echantion one commer. Plant decades in a ration with their pasts was part of the problem. Her things absorbed too much event and weight players drawn. The law or compression shorts he were, on the other hand, which managing away and decreased his intigue by supporting his muscles.

However, Plank could not find any shirts made of similar material. St in 1996, with graduation nearing, the mainess major purchased lingeric material and tailored it into athletic understities. He handed the clothing out to teammates who gave it high praise; and from there was born Under Armoss. a company that projects apparel sales of about \$110 million this year.

But real life is creeping up on the company. Nike and Rec bok are editing into compression appared, and Under Ar more may and inself prey to a competitive spiral that often bisgues unstart aporting-good companies.

This company has an amazing story, said John G. Ho run, a sports industry analyst and the publisher of Sporting Goods Intelligence. They sell the story well and have great products. But they re getting big enough now to attract the attention of companies who know how to compete.

products. But they're getting big encogn how to surrect the attention of companies who know how to compete.

After graduating, Plank produced 500 of his abirts and sold them out of his car. He moved into the basement of a Georgetown home he inherited from his grandmother, marred out five credit cards for \$40,000 in start-up funds and sold 200 shirts at \$12 apiece to the Georgia Tech football team:

See APPAREL, E9, Col. 1

Maryland Firm Dominates Niche Apparel Market, but Reebok Wants In

APPAREL, From El

ball League players Plank met in high ball League players Plank met in high professional athletes. When the Green Bay Packers and New England Patriots made it to the Super Bont in 1997, players on both teagus showed oil their Under Armour on In 1996, the company booleed \$17,000 in ales. Through a network of National Root-

Today, the company has 235 emphyees and sells its nine lines of clothing in 4500 stees. Customers include 101 major columns and thousands of high school and teams and thousands of high school and teams as theires. The company is the official amplier to Major League. Major League Sacera and the U.S. Sti Team.

Socre and the U.S. St. teal...

The compression apparel market, which has grown 80 percent in the past year to have grown 80 percent in the past year to \$150 million, was essentially created by Under Armour, said Neil Schwarzz of the Under Armour primarily at bicyclists. Under Armour primarily at bicyclists. Under Armour primarily at bicyclists. Under Armour market, compared with Nike's 3.5 percent and Rechot's 1.1 percent. But Nike had to and Rechot's 1.1 percent. But Nike had to all sales has year of \$10 billion and Rechot's also of \$5 billion.

Tiyou walk around the high schools and ask the jocks they want Under Armour compared with Nike's 3.5 percent and every booty who wears it raves about it. In building a market, though. Under Armour every booty who wears it raves about it. In building a market, though. Under Armour may fall victim to the troubles that may all victim to the troubles that one was also said Some analysis point to Callaway in Co. as an ast analogy. When Callaway in Co. as as a set analogs, When Callaway in troduced its Big Bertha driver in 1991, the troduced its Big Bertha driver in 1

way's oversized, metal-head technology ways oversized, metal-head technology was so revolutionary, allowing even novice players to dramatically improve their play players to dramatically improve their play players to dramatically improve their play that the company could charge almost doze that the externage price for its clubs. By 1996.



Local Plants, 31, marced and fine credit carels for \$40,000 in start-up famils for Under Arment.

competition, remaining confident the com-pany has the financial wherewithal to con-

way was the world's largest maker of

Two years later, though, the company reported a loss of \$27 million. Callaway discovered that by introducing a new technology, it started a rate for imposition that forced competitors to expand their referent competitors to expand their referent competitors to expand their referent that the industry became significantly less profitable.

Control less provinence.

Under Annora, which holds no patent for the fabric it these and says it considers the 45 cotton Paint the true competitor of the 55 certained attire, may find a similar its \$25 technical attire, may find a similar competition emerging. Coality influences 76 percent of consumers decisions on socie attire, said Mite May, a spokesman for the Sporting Goods Manufacturers Are sociation. Both Rechols and Nike trumped sociation. Both Rechols and Nike trumped the sechnical abilities of their competing the sechnical abilities of their competing products as evidence of 80.

company.

In 2001, to purpue accelerated provith, to Uniter Armour received an undisclosed amount of deth financing from Prudent Capital 1.1.P., a D.C.-based investment fund that exclusively provides subordinating that exclusively provides subordinating that were growing as rapidly, they needed this sing capital to support their inventors, explained Steven J. Schwartz, chief executive of Prudent Capital 1.

They've got plenty of room to borrow

more money if they need to. In this business, if you have a high-enough profit mar-

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to need to take in outside investments.

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mality product that takes for. Plant

Under Armour has experienced bear emaing growth in the past three years. Plant, said, Most of it was tended by Plant's family members and Small Busi-

ness Administration loans. The company is owned by Plank, his mother, five brothers and two partners, both employees of the

competing the trade of the company that 'Under Armour's trade of the company that 'Under Armour's just a company that happen to have a mise ring to its name, said David Barter, president of Reshok's said David Barter, president of Reshok's sorts licensing division. We're the authority located to the NRI, we're the only themal being about it is NRI, equipment managenes exceptions less occasions when people went what they brought from home.

keting muscle of these two companies makes them potent goliatha. Nike spent more than \$1 billion last year on advertising. Reebok spent \$334 million Unvertising. Reebok spent \$334 million Under Armour plans to spend \$10 million this pression apparel a priority, it could threat-en Under Armour's dominance. The mar-

Ti Nike says they're going to put \$30 million behind their compression line, the retailer is going to buy it became Nike spends so much more on other items, said Horan of Sporting Goods Intelligence. But I don't think [Nike chief executive] Phil I don't think [Nike chief executive] Phil Knight gets up every morning thinking about Under Armour. The whole market is

only about 1 percent of Nike's sales." Under Armour says it can best compet-

"We've been competing against Nike and Reebok for a while now, and we continue to win, 'Plant said, 'Our product is of superior rechnology, and because we focus only on this market, we can move bases and are closer to the consumer. Our best sarefus are

In that respect, Under Armour's truest manages might be to Nike. When the shocompany began in the early 1960s, the convex sanether had changed little since its involuction in the 1920s. But, as the legend goes, when Nike co-founder and University of Oregon, track, coach Bill Bowerman of Oregon, track, coach Bill Bowerman

took competitors too long to recognize the therest the small company represented, and threat the time jogging exploded in popularity in the late 1870s, Nike was firmly embedded in runners' minds. was instantly redesigned. The real key to Nike's success was that it

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Taking on the giants: How Under Armour founder Kevin Plank is going head-to-head with the industry's biggest players

By Thomas Heath, January 24, 2010

It is late afternoon on a Friday in September, and Kevin Plank is standing on the edge of the Auburn University football team's practice field, surrounded by top executives from Under Armour, the sports clothing and footwear company he invented.

While the players drill in near silence for the next day's game against Mississippi State, all their mental and physical energy bent toward winning, Plank watches them intently. The Under Armour chairman is in his element when he is close to football, the game he worships and the profession that defines his business.

Dressed in brown slacks and a white Under Armour shirt, Plank feverishly pounds away on his cellphone, sending text messages and photos from the practice field back to headquarters in Baltimore. He has spotted a big problem with the Auburn team's practice shorts: The UA logo is at the top by the hip, obscured by the oversized shirts the players wear untucked.

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"You can NOT see any logo -- I would move it to the bottom in the future!" he types. Then: "Let's get out to see this stuff!"

Such intensity is how the 37-year-old Plank built a worldwide business with 2,700 employees and revenue approaching \$1 billion. It is why he constantly flies around the world to sporting events. It's why he develops new products, finds sports celebrities to promote them and seeks a bigger audience to buy them -from Europe to China. It's also why he pays universities such as Auburn to feature his products, the schools serving as both laboratory and showcase for Under Armour.

Plank works endlessly to give Under Armour an edge, and his deals to outfit university sports teams are a crucial part of his battle to win customers from the established big guys. Think Adidas, Reebok and Nike -- especially Nike, which outfits more than 100 colleges, compared with Under Armour's 50 or so.

"You need to put your hands around the throat of your business, and you need to run it," he told a group of Auburn students earlier that day. "There's no other way."

Plank knows he needs to create wealth for shareholders, himself included, and keep Wall Street confident that Under Armour has a future as a successful stand-alone business. If he doesn't, it could become a takeover target, pressuring Plank to sell his controlling share to a bigger rival or even a private equity firm.

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